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# Practice management- Client Acceptance Procedure 2020

Presenter: Seanego Phillemon Thupishi

Date : 15 April 2020

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# Presenter

## Seanego Phillemon Thupishi

Director at Seanego Accountants.

Has been in practice for more than 9 years.

He is Bap(SA), Independent Review Practitioner (SA), with Saiba, GTP (SA) with Sait.



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# Practice Management –Client Acceptance procedure

# Quote xxx

***The secret to success is to be  
ready for your opportunity  
when it comes.***

**- Benjamin Disraeli**



# Overview and learning objectives

## **Learning Objectives.**

- Preparing a complete Engagement Document
- Reviewing re-engagement.
- Managing the disengagement process

## **Overview**

- How to review your client
- How to measure and exceed client expectations
- Developing strategies to provide a full range of quality services
- Knowing your client
- Ceasing the client relationship

# The engagement process

## **Terms of the engagement**

It is in the interests of both the client and the practitioner that an engagement agreement is in Place.

This should be done before the engagement commences, to avoid misunderstandings with respect to the engagement.

# The Engagement Process

## **The engagement letter**

It is crucial to have a clear understanding of what the client relationship is about.

This is done in the form of an engagement letter; the letter will confirm the arrangement, provides the opportunity to clarify any uncertainties.

# CONTENTS OF THE ENGAGEMENT LETTER

1. Purpose
2. Objective
3. Scope
4. Output
5. Responsibilities
6. Involvement of others
7. Fees
8. Ownership of documents
9. Confirmation



# Contents of the Engagement Letter

## 1. Purpose

The engagement should be a way that client will understand the purpose of the practitioner and the terms of the engagement.

# Contents of the Engagement Letter

## 2. Objectives of the engagement

A brief summary of the objectives of the engagement:

Limit the performance procedures to those related to the engagement.

Outline the kind of Engagement, Non-Assurance engagement, Review Engagement.

# Contents of the Engagement Letter

## 3. Scope of Engagement

- Time period covered by the Engagement
- Period of Appointment
- Details of information to be provided by the client
- Transparency in terms of client operation

# Contents of the Engagement Letter

## 4. Engagement output

- Expected timing
- Intendend use and distribution of report.



# Contents of the Engagement Letter

## 5. Relevant Responsibilities

- Responsibilities of the practitioner
- Responsibilities of the client

# Contents of the Engagement Letter

## 6. Involvement of others

- Where the work of another practitioner is to be used , such details should be documented.

# Contents of the Engagement Letter

## 7. Fees

- Being consistent with the manner in which the client will be charged.
- Time based method, monthly contract or otherwise

# Contents of the Engagement Letter

## 8. Ownership of Documents

- Clarity as to who own the documentation produced as a result of engagement.
- In terms of dispute the engagement should clarify the manner and the procedure as to how the documents will be used over such dispute.



# Contents of the Engagement Letter

## 9. Confirmation by Client

- Understanding of Engagement
- Confirmation should be in writing

# Client Expectation

## Client Expectation Management.

- Accessibility, Calls, emails and other means.
- Initiative
- Time
- Advices
- Showing the level of expertise

# Client classification

- Period of Engagement
- Price
- Period of Returns and Annual Periods

# Knowing your Client.

Why is it important to know your client.

- Building strong relationship.
- Strengthening your position
- Price becomes less of an issue
- Strengthening client loyalty
- Client retention

# Developing Strategies to provide full range of Quality Services

- Know your market.
- Determine what your market consider
- Know your strength and weak point to can develop your capacity
- Referrals in terms of other services

# Benchmarking service Levels

- Use Peers
- Use of Survey



# Review and Re-Engagement

- Use feedbacks to improve your services
- Review client relationship
- Re-Engage the client to improve yourself

## Conflict Management.

- Respond to clarify.
- Give more attention to details
- Don't be defensive
- Seek Clarity
- State your position
- Maintain your Relationship

# Ceasing a client Relationship

At this moment in time your image, reputation and all your time invested in practice may be compromised in not done with due care.

The method I usually use:

- Increasing fees until the client leave.

# Managing the disengagement process

- Communicating with the new practitioner.
- Communicate with client, know the reason of his departure
- Have all legislative or professional requirements around the disengagement of the client.

**Thank you for your  
participation**

# Q and A



**Thank you for your  
participation**

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