

Transparency

Transparency

Accounting
hospitality in
nursing
Unleashing



Transforming Transactions



Unleashing
unreasonable
hospitality in
accounting

What is hospitality?

Providing hospitality to clients in business is an invaluable practice that fosters strong, enduring relationships. When clients feel genuinely welcomed and cared for, it builds trust and loyalty, which are essential for long-term success. Demonstrating hospitality shows that a company values and respects its clients, making them more likely to return and recommend the business to others. It creates a positive first impression and sets the tone for all future interactions, ensuring that clients feel appreciated and understood. Hospitality can also enhance client satisfaction by addressing their needs and preferences in a personalized manner. This attention to detail can differentiate a business from its competitors, making it stand out in a crowded marketplace. Additionally, a hospitable environment encourages open communication, facilitating better understanding and collaboration. It reflects the company's commitment to excellence and its dedication to providing an exceptional client experience. Ultimately, investing in hospitality is an investment in the company's reputation, growth, and success.





Hospitality

Making our clients feel valued and cared for.



Client Experience

The overall satisfaction from a client's interactions with our firm.

CLIENT EXPERIENCE

Why focus on hospitality and client experience? We already provide great service.



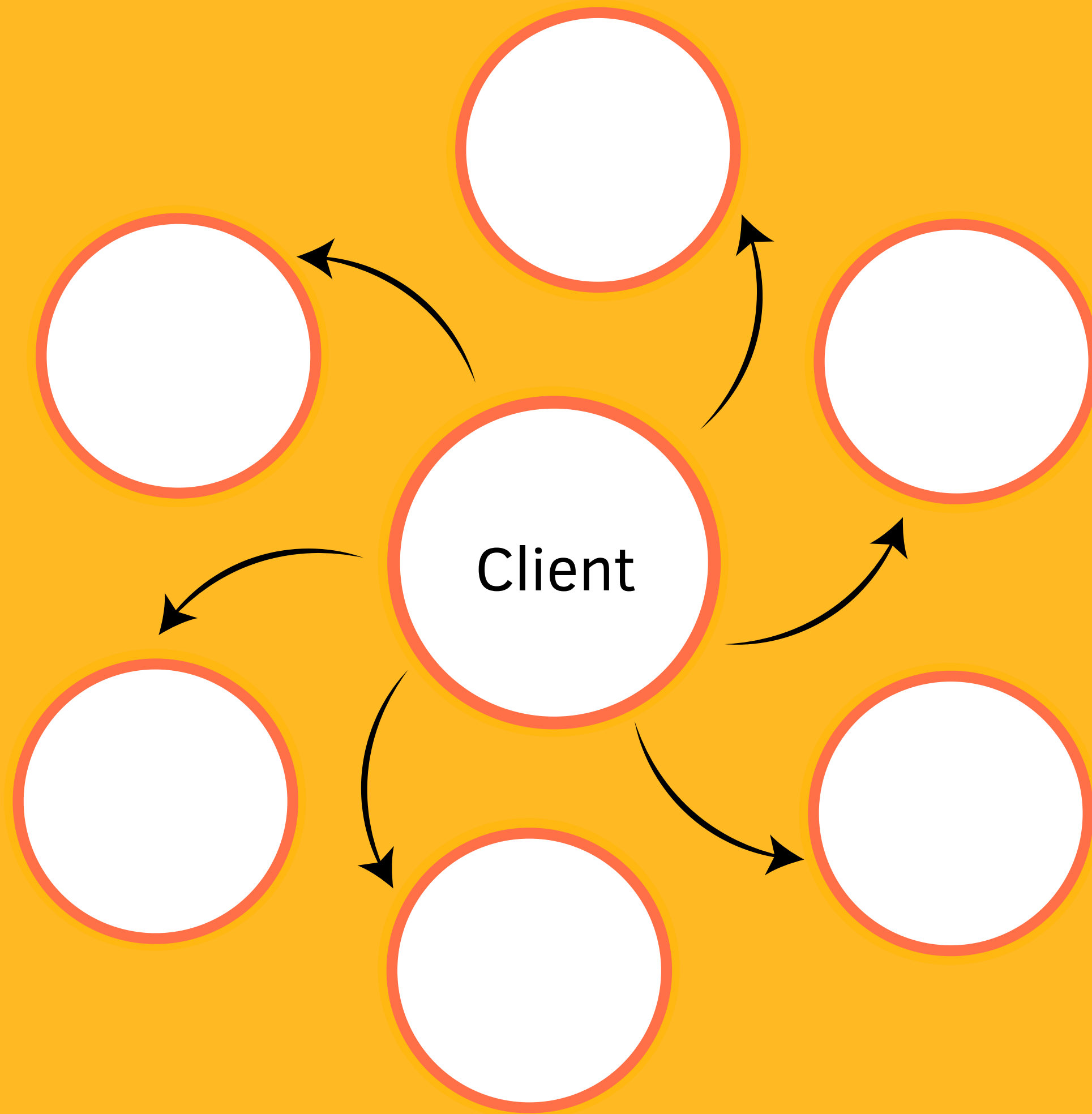
What do you
prioritize?

1

Client

2

Employee



Be a Client-Centric Firm

What is Client-Centricity?

Simply put, thinking from the client's point of view. Putting your clients at the center of every business decision you make.

CLIENT SERVICE

- Mutual respect
- Collaboration
- Professionalism
- Focus

CLIENT SERVITUDE

- Imbalance of power
- Submissiveness
- Lack of boundaries
- Unhealthy dynamic



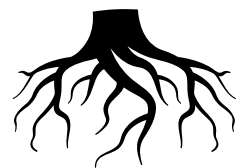
Client Service

At a specific time, place, and channel. It's the help you get. It's reactive. A transaction.



Client Experience

Sum of all interactions over time. How clients feel about your firm.



Below the Ground

Things the client doesn't see but influences the client experience. Our planning and preparation.



WAIT A MINUTE

Where does hospitality
come into the picture?



QUICK STORY

This tree, about 20 minutes from our office, draws a crowd.

Bloomington, MN



Hospitality is memorable.
It makes you feel like a VIP.



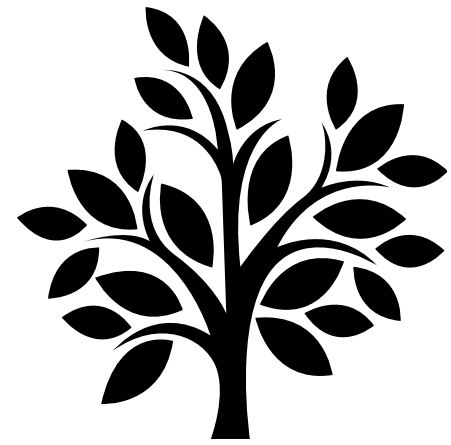
Unreasonable Hospitality

Will Guidara is best known for co-owning Eleven Madison Park, named the world's top restaurant in 2017.





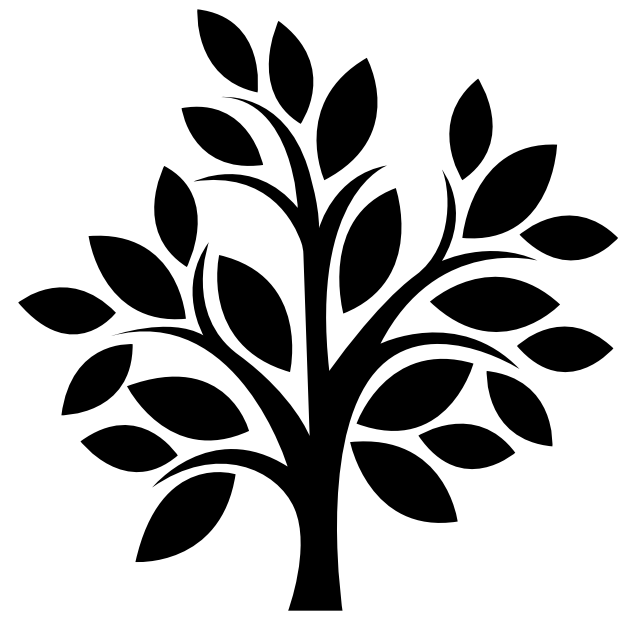
WILL **GUIDARA**



CLIENT SERVICE
is black & white



HOSPITALITY
is color



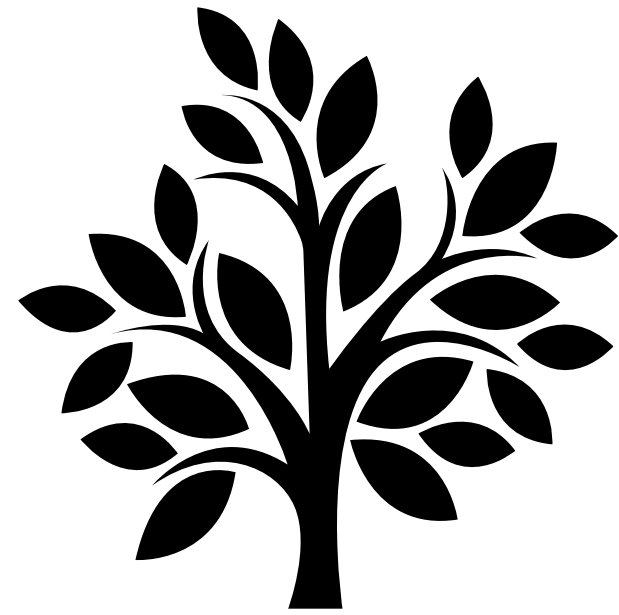
CLIENT SERVICE

Black and white means
you're doing your job with
competence and
efficiency

Color means you make
people feel great about
the work you're doing for
them



HOSPITALITY



CLIENT SERVICE

Getting the right plate to
the right person at the
right time.

Genuinely engaging with
the person you're
serving, so you can make
an authentic connection.



HOSPITALITY

The Hospitality Difference

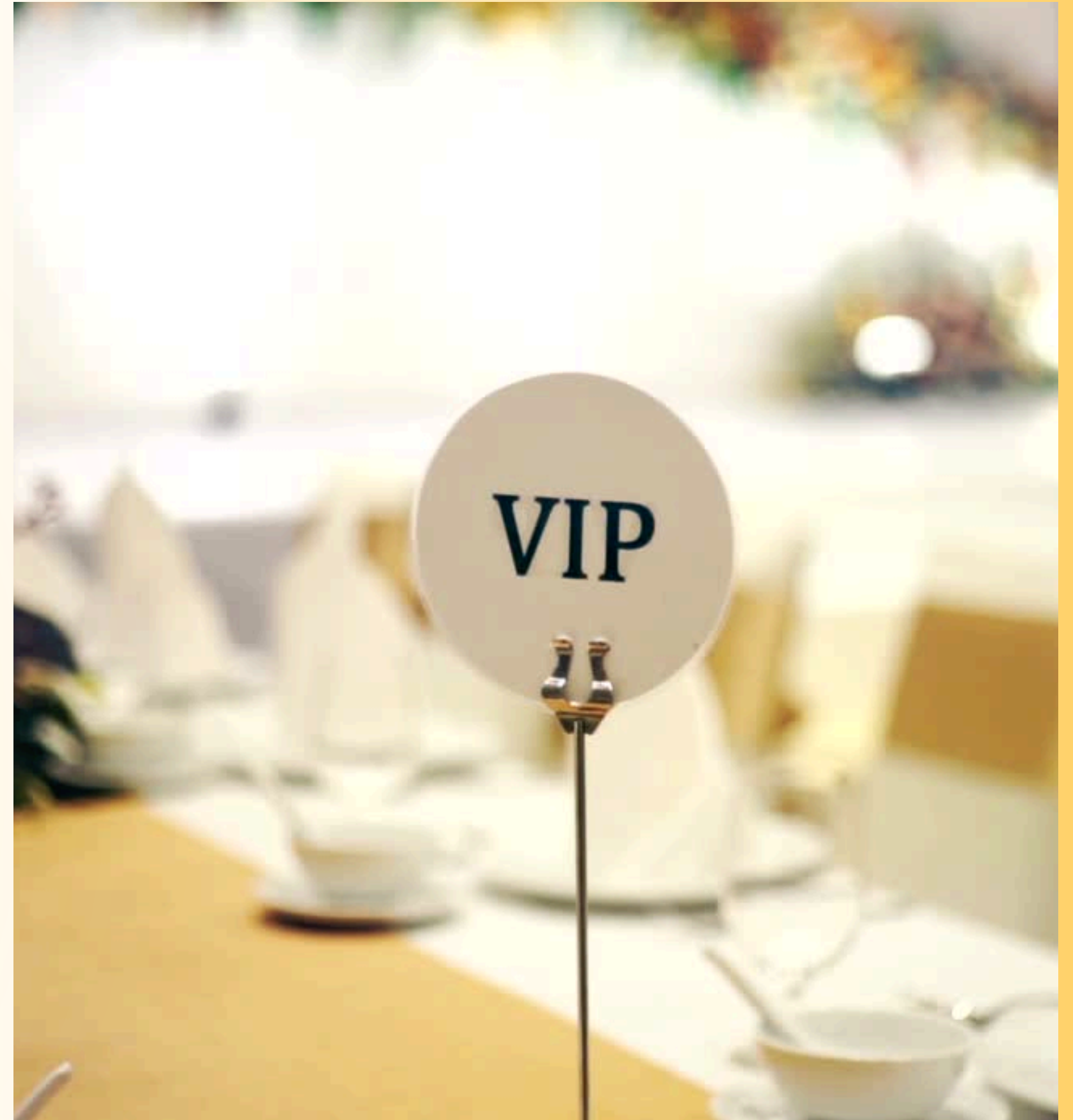


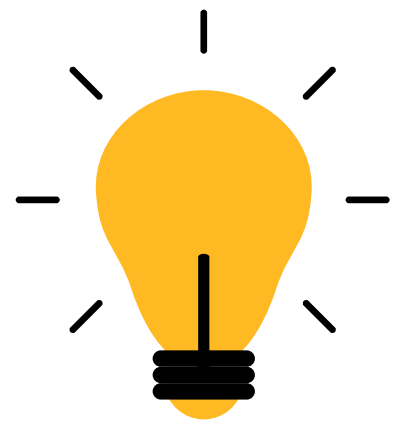
Client Service
an ordinary transaction

Hospitality
an extraordinary experience

Hospitality makes
your client feel
like a

VIP





Ideas & Inspiration



Tools & Resources

Tools & Resources

abdosolutions.com/dfk2024





~~Transactions~~
→ Experiences

UNREASONABLE HOSPITALITY

Transforming Ordinary Transactions into Extraordinary Experiences

Thank you for attending our session. As stated, we hope these resources inspire your firm to transform transactions by creating extraordinary experiences for your top clients.

If you have questions about these resources or bringing the ideas to your firm, please don't hesitate to reach out!

Jana and Keith



LET'S KEEP IN TOUCH

Reach out to us



Jana Cinnamon →

As Chief Operating Officer, Jana helps lead the day-to-day operations of Abdo.

[Contact via email](#)

[Connect on LinkedIn](#)

VIP

3 Steps to Implement Unreasonable Hospitality



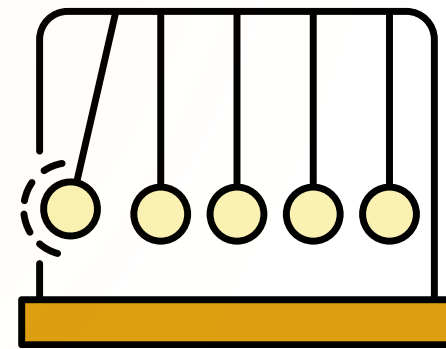
Vision

Set lofty goals and bring your team along



Individualize

Unique care for unique clients



Perpetuate

Sustain the practice with intention



Vision

Set lofty goals and bring your team along

Partner involvement in setting the vision

Annual strategic planning session

Internal communications

Repeat messages from MP and others

Set motivating goals

Identify targets that you can measure

Show the way through training

Create understanding, inspire, empower

Explain why client experience matters to you and your firm.

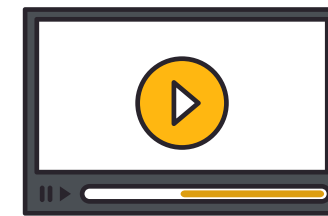


Vision Resources

Available at
abdosolutions.com/dfk2024



Book Club Guides



TED Talk Discussion Guide



Bring Your Own Experience
Assignment



Salon vs. Franchise Comparison
Assignment

Vision Resources

Available at
abdosolutions.com/dfk2024



Bad Start to a Training Skit



Upgrade your Training
Materials Guide



The Client Experience
Continuum Worksheet



Individualize

Unique care for unique clients

Do the 'under the ground' work where needed

Progress not perfection

Go big with experience, start small with hospitality

Top 10 clients

Tell your clients' stories

Feature your top clients internally

Less talk, more listening

Build skills in asking questions and bring a team

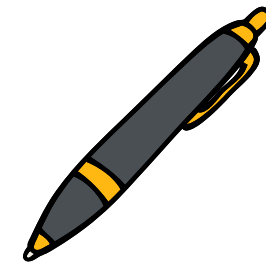


QUICK EXAMPLE

Keith, sell me this pen

Individualize Resources

Available at
abdosolutions.com/dfk2024



'How To' Pen Exercise



Client Worksheet: What's
Around Their Tree?



Client Worksheet: What do we
know? What do we want to know?



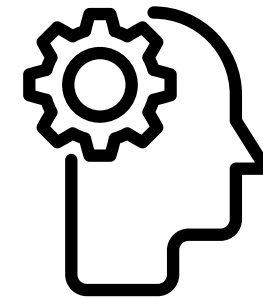
Unique Client Profile Tool

Individualize Resources

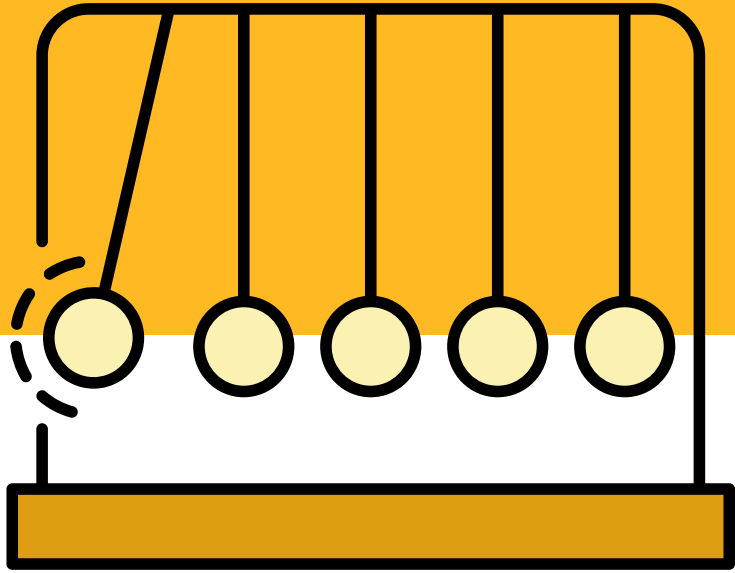
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Top 10 Clients Worksheet



Assignment: Your Own Client
Interactions Reflection



Perpetuate

Sustain the practice with intention

**Make it part of
your firm culture**

Incorporate in all
you do

**Report on goal
progress**

What gets
measured and
monitored gets
attention

**Celebrate and
share successes**

Recognize and
reward your team

**Consistent
training plan**

New hires and
annual CX sessions
for all



Perpetuate Resources

Available at
abdosolutions.com/dfk2024



CX Rockstar Program



Share Case Studies



Marketing Your CX Initiative



My Commitment Assignment

VIP

3 Steps to Implement Unreasonable Hospitality



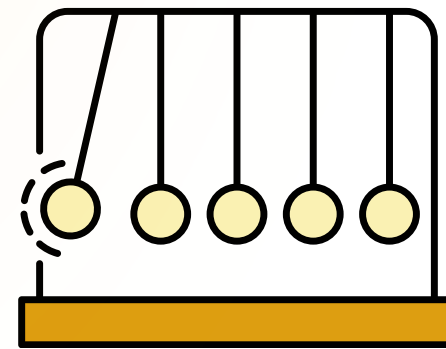
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Tools & Resources

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BE UNREASONABLE

