


clarity.®



How **clarity.** is not just a piece of software and has provided a change in mindset for Tennick Accountants

 **Tennick**
Accountants

About Tennick Accountants

Tennick Accountants, based in Newcastle, is a leading accountancy services provider, supporting UK businesses and their teams. Tennick uses its expertise to help clients make a difference in their sectors and communities, whilst creating legacies to be proud of.

The firm won the prestigious Digital Accounting Firm of the Year award in 2020 and partner, Graeme Tennick, is a well known thought leader in the profession.

We spoke with Graeme about the difference Clarity has made to his firm.

tennick.co.uk



Highlights

- ✓ If you think that Clarity is just a piece of software, you're missing the point. It's a mindset, a different way of doing business and a shift in the story – a shift in how we talk about our firm to prospects and clients
- ✓ It is the only software out there that puts the outcome first and is benefit focussed
- ✓ Clarity is by far the easiest app I have ever introduced to my firm in terms of team training and implementation. Plus, the support and guidance from the Clarity team is excellent
- ✓ The Clarity process does the “selling” for us. It perfectly positions the services that we can provide for our clients, whilst showing them the value of why they need it to support their businesses
- ✓ We have found just by introducing Clarity we can cover so many issues from one simple starting point. The platform naturally generates so many conversations
- ✓ We generated over £42k in recurring income within our first two weeks. Enough said! And that was before the difference it made to our own business!
- ✓ If you take action, follow the steps and use the support provided, I can guarantee that you will be successful and get amazing returns. I can't think of any reasons why you wouldn't give it a go?

About you and your firm

We believe we have found a balance between being a firm at the forefront of technology, whilst retaining that personal touch. We want to make the information generated by software of value to the clients, which in turn makes a bigger difference than ever.

I am motivated to deliver a legacy that my family, friends, team and clients can be proud of. As a firm, we want collectively to make a difference to individuals and the world we live in; and to help others be the best they can be and live the best life they can.



Outside work, family is naturally at the forefront, along with sneaking in as much football as possible. Being a Newcastle fan, that isn't too much fun currently!

Why is Clarity different from other business advisory apps?

Software companies make a lot of claims and often it's difficult to understand if they are going to work for you or solve your problem. And advisory apps are no different. Believe me, we've tried many! However, **once we had tried Clarity out on our firm first, it really brought things home for us.**

The presentation of the data encourages all of our team to **start having different conversations with clients about their numbers**, and allows them to back-up their findings with a step-by-step action plan based on those very same numbers.

Clarity allows us to delve deeper and explore various metrics in a lot more detail using our own expertise, and therefore take better and more accurate decisions and actions. Internally, it's been a useful starting point for conversations, which we can translate across to our clients too.

It has also made explaining and improving particular metrics to our clients, such as the common issue of cash flow, much easier. Having seven simple metrics displayed visually, with a structured personal action plan attached, helps our clients focus on the solution (or outcome) rather than the issue (such as cashflow).

Clarity is the only software out there that puts the outcome first and that is benefit focussed. My team and our clients relate to this, meaning that we are both engaged and invested in our professional relationship.

It is different from the other advisory apps because it serves a dual purpose. Clarity is useful for both us and our clients. It's something both parties can understand and commit to. It doesn't require a degree to decipher and **brings quick, measurable results**. Both ourselves and our clients can benefit and grow from using the platform in no time whatsoever.

Clarity is by far the easiest app I have ever introduced to my firm in terms of team training and implementation. Plus, the support and guidance from their team is excellent.

What happened before Clarity?

One of the main issues we had was not knowing where or what the problems were. There was a complete overload of data for all our clients, via several reporting apps, and clients didn't know what to do or what these were telling them about their business. And we were struggling to translate the data into something concise but meaningful for them and us.

Whilst receiving monthly management accounts ticked some basic boxes, so much value was being missed. And the amount of follow-up once these had been received, was rare.



The three main battles most of our clients face are time, information and money.

1. They all struggle with time and, in particular, focus.
2. There is a deluge of information; lack of or even confusion over what information clients have or need and then what to then do with it.
3. Lack of money. Which causes issues when trying to resolve the previous two pain points.

A lot of our clients have more than one of these three problems, if not all of them.

What challenges did you come up against in the past when trying to deliver business advisory to your clients?

The first challenge (and the one that most accountants need to accept) is that nobody likes or understands the term "advisory services". This 'new' service offering wasn't clearly distinguished from the compliance based services already offered, and therefore we didn't stand a chance to charge a premium for it.

Once we realised this, then we were able to focus on understanding our customers, what they wanted and needed. It's about accepting that they are not all the same. We also found that even when clients knew they had a problem, offering 'advisory services' wasn't the right solution for them.

Then getting clients to pay for the new advisory services was the final challenge. Before Clarity, we found it difficult to demonstrate the value of the advisory services, prior to doing the work. And in addition, clearly separating advisory work from what we were already doing only added to the issue and caused more confusion. It was such a hard sell for our team.

How has Clarity transformed your firm?

In short, **it changed our mindset**. It made us realise what we were capable of, and what we had been missing out on. More importantly, again, **it has provided the framework and direction/structure to achieve it**. We used the software first on ourselves and what a difference it has made.

For us, **Clarity is the perfect 'bridge' that brings our clients and us together**.



The Clarity platform pulls in all of the key seven measures where we were trying to make a difference to clients. And these seven key numbers are **displayed in a way our clients can understand**.

The implementation was so simple and didn't require a six-month training programme. And there isn't a significant financial commitment or upfront subscription contract before it would generate a return for us.

The Clarity process also does the "selling" for us. It perfectly positions the services that we can provide for our clients whilst **showing them the value** of why they need it to support their business. We've now got to the point where it's not just me, the business owner, having these conversations, but the wider team as well. **Practically the whole team are capable now of having impactful meetings with our clients, and are upselling our services too**.

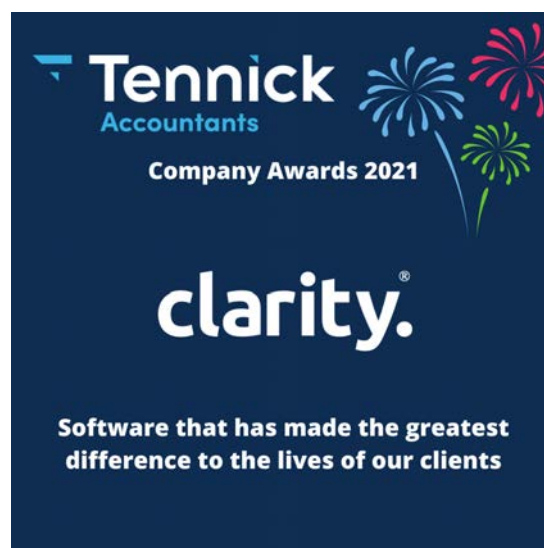
Clarity is the glue that has pulled it all together. Without having to convince the client, the quality of our initial conversation about the seven key numbers, partnered with a future outcome and action plan, means that the software sells our packages for us before we even propose them.

How has Clarity made a difference to your clients?

It has been the same eye-opener for clients as it has us. It's been a massive tool, from an education piece, and one that we are so excited to scale across our entire client base.

Clarity allows us to draw out more information from a client and helps us understand their needs and goals. The team can engage with them better, right from the beginning. We can measure their needs, and on top of that, we can measure the difference we're going to make too.

We have found just by starting with Clarity we can cover so many issues from one simple starting point. Clarity breeds so many variations in the conversation. Time, information and money problems can be so far reaching and can touch on so many different business areas such as cashflow or staffing etc. But just by starting with one piece of software and one conversation, you can draw out the core issues, find their origin, and, from there the conversations expand very, very quickly.



Ultimately, our clients can now see the difference that we are going to make to their bottom line when we're working with them. And, they understand what they have to do to get there.

We have been a Clarity member throughout the entirety of the coronavirus pandemic. Without the focus on the 7 key numbers and the accompanying action plans, many of our clients' businesses may not have survived. Clarity gave us the structure to provide accountability, focus and direction to steer our clients through. And many have actually thrived throughout and been confident enough to adapt their businesses to be even stronger than ever before.

What tangible results have you got from Clarity?

We generated over £42k in recurring income within our first two weeks. Enough said! And that was before any differences it made for our own business!

As a result of using Clarity, we have been able to offer a premium level of service, never before offered, that commands fees far exceeding those ever charged before. For which, we are adding value to our clients, value they could only ever have dreamed of. This happened within weeks of committing to this software which just caps it all off.

I'd encourage others to use it on their own business first. Invest a little bit of time, **the on-boarding and education is so easy**. And really work through to the finish for your own firm. Revisit and hold yourself accountable to the action plan and be strict with it - or **let the Clarity Member Success Team hold you accountable**. If that hasn't added any value at all within a month, then there is something seriously amiss.

Ultimately, I added and spoke to my first six clients and raised an extra £42,000 in recurring annual revenue with no cost to us, other than our monthly Clarity membership, -which has been more than covered. And if I can do it, you can too!

What would you say to anyone thinking of joining the Clarity community?

What is stopping you? **If you take action, follow the steps and use the support provided, I can guarantee that you will be successful and get amazing returns. I can't think of any reason why you wouldn't say yes and give it a go!**

And if you get the chance, do the "getting clear" workshop. In short, Sam, our Member Success Team contact forced us to! And, it was the best advice he could have given us. We were one of the early adopters of the software and were flying right up until COVID lockdown 1. That, combined with the massive development in the software platform that we had not understood or missed, meant our progress had stalled. The workshop was just what we needed to get back on track.

Following this, we now have a new and refreshed roadmap and we are already seeing the results, as are our clients. **We now feel like we have the right experience, the tools and the support to attack the future with confidence.**



graeme tennick

“ I raised an extra **£42,000** in recurring annual revenue with no cost.

We help you tell better stories with numbers

Clarity® is the complete business advisory platform that can help you introduce and create a profitable, repeatable and scalable business advisory service for your firm.

Our multi-award winning solution creates an additional revenue stream in excess of 40% for you, whilst increasing your bottom-line profitability by 125%.

In the past, business advisory hasn't properly leveraged the right combination of people, process and technology. It has been heavily reliant on partners or managers to deliver, there isn't enough time, it's difficult to scale and only the top 10/20% of clients can typically afford it.

Using Clarity adds significant value to your small business clients, at a price they'd love to pay.

Clarity combines the power of:

- a technology-led platform - to do the heavy lifting;
- hi-impact systems and processes - getting the same great result every time for the firm and client;
- education, implementation and accountability programmes- beyond advisory, helping you and your firm; and
- member events and a vibrant community - empowering your team, firm and clients to achieve success.

Contact us

Why not book a discovery call with one of the team to see what a difference Clarity could make to your firm?

www.clarity-hq.com