

PwC through a client's eyes



One of the key requirements of business development success is building and maintaining mutually beneficial relationships. The firm's recent appointment as accountant and tax advisor to Teamworks Karting (TK) is an example of how such relationship management techniques can be used to good effect.

Here we look at how that relationship developed through the client's eyes and where we were able to differentiate ourselves from the competition.

1) How were you introduced to PwC?

PwC have been a client of TK since our days with our London venue in 2001. In Birmingham, my first contact was with a Tax Partner at The Entrepreneurs Club meeting in Austin Court, autumn 2004!

2) Who did you meet and what did you discuss?

Alistair Hick - we discussed business in Birmingham and the differences with the business community in London, support for Entrepreneurs, high quality corporate events...and - yes - tax too!

3) In what ways did PwC continue to stay in contact with you and how?

Frequently - Alistair came to the venue for a race session with our compliments and we met every other month at Entrepreneurs club events for a few months (until he took a break to go on sabbatical leave).

4) To what extent was our interaction largely business or social?

I'd say largely social, but always underpinned by the business side of how we could work together.

5) What worked well in our approach to building a relationship with your organisation?

No hard sell; gentle relationship building. Simply an active genuine interest in my company and with our expansion plans.

6) What impressed you about PwC and how it engages with businesses?

It's a big name but the actual personnel take an active, personal interest in us!

7) What made us different?

Your level of interest in us and always being open to new ways to help, refer us and find other parties who may be able to help our expansion plans as and when required. Also, the company seems to love our product so brings both clients and staff here for unique, exciting events!

8) If you had to name 3 things that were key to building a relationship with organisations such as yourselves what would they be?

- The personnel need to take a one-on-one active interest in the Senior Management and core business.
- To be open minded in your ability to support and advise; on and off the record.
- A desire to host events with us, hence intrinsically understanding - and enjoying - what we do!

Following Alastair Hick's career break, Chris Ward maintained the relationship with Simone and Michael Bryant (co-owner of Teamworks and also Simone's husband), by attending the Entrepreneurs Club as well as inviting Michael to some PwC Tax seminars. Chris Ward and Liz Robinson also met with Michael to discuss his future plans for the business and how PwC could help. When Teamworks were looking for new accountants and tax advisers, they were referred to Erica Conway who was successful in securing this work.

Simone and Michael have ambitious expansion plans, including the imminent opening of a new karting track in Bristol, and these expansion plans should give PwC a number of opportunities to add value to Teamworks going forward.