



The [Summary of CRM Survey Results](#) is now available here. How does your firm measure up?

Relationship Management

[CRM – Elements of Success](#) is a brief checklist of measurable items that will help you plan and execute a successful implementation of CRM for your firm.

The Business of Accounting

Thoughts on the [Business of Accounting](#) in what the author asserts is a new world that is never changing back.

Commercial Logic News

We have new releases of APS Advance Practice Management (9.13), Advance CRM (2.2), and a new product, Advance Value Billing, which provides useful automation and tracking of fixed price contracts. Coming soon is a new release of Advance Practice Intelligence with a host of beautiful new dashboards!

Adapting to the Changing World of Business

Welcome to our 2011 Winter Newsletter! There are signs of renewed vigor in the economy as the 2011 tax season spins up. But does this mean that we can relax and go back to the good old days of 2008? Linked to this newsletter you will find an article that takes a look at the [Business of Accounting](#) in the wake of the Great Recession (if indeed it is over) and makes some observations about the new world in which we find ourselves. The article asserts that our world has changed and, inexorably, the business of accounting with it. To the degree that is so, we must trim to the changing wind or be driven by it.

One adaptation that CPA firms seem to be working on is client retention and acquisition. We have completed and closed our Survey of Client Relationship Management Practices. Many thanks to the participating firms, which have received an analysis of their responses in the context of other respondents. A [Summary of CRM Survey Results](#) with commentary is now available. In general it seemed to us that although most firms see the need and the benefits of improved CRM and business development, these concepts are still somewhat alien to the culture that exists in accounting firms. As such, successful adoption is slow going. For example, many firms have made an effort to install better software for tracking CRM and business development opportunities, but it is clear from the survey results that such software is not yet fully engaged at all firms. We have prepared a short checklist of [Elements of Successful CRM](#) -- specific, measurable items -- that will help you gauge your own firm's progress in these matters.

Thanks for listening.

Sincerely,
Commercial Logic, Inc.

A handwritten signature in black ink, appearing to read 'Peter D. Coburn', with a long horizontal line extending to the right.

Peter D. Coburn
President

Commercial Logic is the sole US distributor of APS Advanced Practice Management, in use by 33,000 professionals in 900 firms on four continents. Commercial Logic also partners with Shirlaws USA to provide business coaching services and methodologies to CPA firms and their clients. More of this in our next Newsletter, after tax season!

Want to learn more?

- Check out our [Commercial Logic](#) website.
- Call us to see if APS and Commercial Logic can meet your goals and needs. If we can't, we will tell you so.

Thank you for your attention. We appreciate your business.