

# Client testimonials\_ PHASE 2 GROWTH LTD

## SUMMARY KEYWORDS

finances, business, ensure, sales, accelerate, technology, friendly, helped, professional, process, unnecessarily, repetitive tasks, madeleine, reassured, data, effectively, manage, clients, happy, sales team

## SPEAKERS

Eliot Zissman

### **Eliot Zissman** 00:08

Hi, I'm Elliot Zisman from Phase Two Growth. At Phase Two, we know exactly how important accelerating our client's business is, we put together market leading sales technologies with our skilled team of experts to ensure our clients are optimising their potential sales. There are many reasons why businesses don't grow as their owners would wish, including poor admin. They're not using the data available, a lack of investment in sales technology, and the fact that sales professionals are only productive 30 to 40% of the time, using the right technology to automate repetitive tasks. Having the most efficient processes and using data effectively, can more than double the output of the sales team.

We understand what it means to be efficient, and to use the tools you have effectively to grow your business. Which is why we're so happy working with Smart Accounting and Finance Services. It's not about sales, but they ensure we're optimising our finances.

Madeleine has been managing our accounts and finances for one year, and always does an amazing job. She helps us make the most out of them. And I wouldn't trust anyone else to do it. Right from the first moment, I felt reassured that they would do the best for our business. They were so proactive that the process was really easy for me. Even if I have a last-minute inquiry or question, they responded very quickly and always ensure the job gets done. They're so approachable and friendly, which is unlike any other accounting firm I've worked with. I really feel like they care about my business. We wanted to find a local accountant as I like dealing with people face to face, whether I'm speaking to them in person, on the phone, or via email, they're always happy to explain things to me, and take the time to advise me on every aspect of our finances.

As well as being friendly, they're also very professional, and have helped me to stop paying unnecessarily high tax, we've been able to invest this money and things like marketing and projects for the future. The savings we've made have helped us to accelerate our own business. **So, I would absolutely recommend Smart Accounting for anyone looking for a friendly, yet professional accountancy firm in London. They manage it all for us, and I couldn't be happier with the surface.**