



Vincent Iannace, CPA

I have worked with JSA since 2005 as a client. I have seen JSA's business grow from his first year and continue to rapidly grow each year. I was very happy to see a client being successful as I have also seen many clients suffer during the recession.

We would often talk about business and JSA explained his business to me. He explained that any business that keeps track of its customer's performance, revenue, etc., can benefit from database analysis. JSA also offered to show me how he could help me with my business in the same fashion he has helped his other clients.

One of my suspicions was we were generating more clients, but not necessarily more revenue and profit. Once JSA had my database he showed me patterns and trends in my business lines that while I had suspected, I never actually could prove. Those patterns helped us identify our issues. He discussed and explained the 80/20 rule he has used in his business for years and how it applied to my business.

We are already making changes based on JSA's recommendations that will ensure our success as we keep focusing on better clients for my firm versus just more clients. Based on these changes I see us definitely growing our revenue.

JSA provided details and identified customers by each patron's individual lifecycle which allowed us to implement programs such as Inactive that will help us reduce attrition. JSA also provided recommendations as to the implementation of processes such as out bound phone calls and mailings to clients who most benefit the firm.

He has been great to bounce ideas off of as well as offering suggestions that I had not otherwise thought of. It is amazing what you can accomplish when you focus. It is amazing what you can accomplish when you focus on something and there is no better way to focus on something than to have a coach like JSA.

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