



RDP Open Office

Membership: Light (with no modules)

Subscription: £5,000

Charge: 2.5% of turnover less payroll, discounted by 20% of the net payroll cost.

Conditions:

- Member must use RDP Payroll at standard charges

Benefits:

- Use of the RDP name
- Monthly Newsletter & Website
- Published fee guide
- Open Plan module for 6 months (worth £4,500)

Module: Back Office

Charge: £250 per month

- Reception support

Module: Front Office

Charge: £250 per month

- Technical Support

Module: Marketing

Charge: £250 per month

- Marketing strategy helpline

Membership: Open Plan

Charge: £600 per month

- All modules



Benefits of Open Office Membership

“You need a reputation to win quality clients and, therefore, command profitable fees, but can you afford the cost of establishing that reputation?”

A client’s perception of your practice will have a direct impact on the fees they are willing to pay and even if they want to use your firm at all. RDP Open Office membership is a way of promoting your practice with an established brand, a professional payroll function, an excellent web presence and newsletter service.

Back Office Module

The Back Office module is designed to give the RDP Open Office member virtual receptionist cover. Phone calls would be diverted through to Colchester when no resource is available to answer telephone calls at the member’s office. This could be due to holiday or meeting commitments.

Why is this different from outsourced telephone services?

As an RDP Open Office member, you will be trading as an RDP practice. All calls would be answered “RDP” and by someone who works for RDP and, therefore, familiar with all the questions that may be posed. Perception is everything, so by not having to switch to answer phone when you are not around and relying upon a dedicated accountancy receptionist to convey the right image to clients, prospects and business associates that perception is maintained.

Marketing Module

RDP has been trading for nearly 20 years and during this period enjoyed rapid growth. There probably isn’t any marketing activity that RDP hasn’t been involved in, so there is a wealth of knowledge that we want our Marketing Module members to tap into.

What we’ve found is that developing marketing initiatives is interactive, so rather than bombarding members with information we have developed a marketing initiative helpline. The helpline will give you access to the firm’s marketing specialists who will be on hand to talk through marketing ideas and assist in formulating marketing initiatives.

If you want to instruct the RDP Open Office to help you with any specific activities we can do this for an agreed charge. It could be, for example, that you want RDP Open Office to arrange a seminar, direct call a list of prospects, arrange a meeting with a bank manager or lawyer...we can fulfil all of your Marketing requests.



Front Office Module

All Open Office Members will be professionally qualified accountants, so through a mixture of academic learning, experience and continuous professional development will be equipped to deal with most business scenarios. So the Front Office Module is not designed just to address any weaknesses in the practice's technical knowledge, it is also a way of talking through "issues" that often crop up on a day-to-day basis. It's about having someone on the end of a phone to get a second opinion on a situation. It's like having a business partner to share the burden but not your profits.

Who to contact

If you feel that you would like to subscribe to RDP Open Office, please contact Richard Davies, RDP Accountants, Ground Floor, Southway House, 29 Southway, Colchester, Essex CO2 7BA. 01206 578442