

**NEXT SESSION BEGINS 10:30 AM, TUESDAY, OCTOBER 2, 2001**

**Practice Success Orientation (PSO)** is a 6-week teleconference program that focuses on practice management. Participants obtain a total of **18 professional development points** from the comfort of their own office or home. This program provides you with the tools necessary to attract and engage ideal clients, as well as additional value-added services to your existing clientele. Participants will be expected to specifically utilize the tools they learn and report, via confidential e-mail, to the facilitator. **Practice Success Orientation** groups are limited, please register early to ensure your participation.

***This program covers:***

- the power of “Enrolling” versus “Selling”
- utilizing the “Client Interview Checklist” to identify additional work for existing clients
- providing the skills necessary to identify ideal clients to assist in client acceptance decision making
- minimizing client’s fee sensitivity and invoicing with confidence
- setting goals and priorities to achieve life balance
- creating a plan with specific goals to build a successful practice

***Each member of the Practice Success Orientation group receives:***

- six, one-hour teleconference sessions with other members of the group
- one open call-in forum for individual questions and assistance
- weekly assignments and class notes via email
- confidential e-mail support and review
- confidential RealAudio access to teleconference sessions

***The following are comments from past participants in PSO:***

*“Far exceeded my expectations – a must for all practitioners to help you focus and balance your life. Very attractive to those of us who usually travel to Vancouver to receive our Professional Development.” - Cecil Cranston, CGA, Fort St. John, BC.*

*“I am attributing a good portion of my success to Practice Success Orientation.” - Carolyn Laidman-Betts, CGA, Vernon, BC.*

**This program is facilitated by Kevin Lawrence.** Kevin is a “Business Coach” and works with accountants to assist them in achieving profitable growth in their public practices. He also assists his clients in finding balance in their personal and professional life by accomplishing their short-term and long-term goals.

This program is specifically designed in partnership with the CGA-BC Public Practice Division. The cost of the six-week program is **only \$225 plus GST**.

***For more information please contact Tina Peters, BA, CGA, Public Practice Advisor in Vancouver at (604) 730-6232 or toll free at 1-800-565-1211 ext 232 or [tpeters@cga-bc.org](mailto:tpeters@cga-bc.org).***

***To reserve your space, please complete and submit the registration form on the reverse.***

Please see the Practice Success Circle information brochure for details on the advanced practice management Program.

# CGA-BC Practice Success Orientation

## REGISTRATION FORM

**REGISTER EARLY**  
Groups are limited

1. Complete your registration form in full.
2. Fax your registration with credit card payment to Anita at (604) 732-9439

**OR**

3. Make cheque payable to **SGI Synergy Group Inc.** and mail your registration form with cheque to:

CGA Association of British Columbia  
300 – 1867 West Broadway  
Vancouver BC V6J 5L4

For more information please contact

**Tina Peters, BA, CGA**  
(604) 730-6232  
1-800-565-1211

**18 PD Points**  
from the comfort of your own office or home

*"I am attributing a good portion of my success to Practice Success Orientation."*-  
Carolyn Laidman-Betts, CGA, Vernon, BC

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**PSO Start Date:**

**Tuesday, October 2, 2001, 10:30 a.m.**

**Registration Fee:** \$240.75 (GST BN883661381 included)

CGA     FCGA     CGA Student     CA     CMA     Other

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Postal code \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone (daytime) \_\_\_\_\_ Fax (daytime) \_\_\_\_\_

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ Postal code \_\_\_\_\_

I wish to pay by:     Cheque     Visa     MasterCard

Card # \_\_\_\_\_ Expiry \_\_\_\_\_

Name of cardholder \_\_\_\_\_

Signature \_\_\_\_\_