



# Business Development for Architecture Firms: 6 Strategies to Support Client Success

In the process of becoming a licensed architect, no one stops to mention that to be successful, you will also at times need to wear the hat of a sales person, and most importantly, a bill collector. Indeed, few architects go to school dreaming of the day that they'll work to drum up new and repeat business, hope for referrals from satisfied clients, or chase after unpaid invoices to keep cash flow consistent. Nevertheless, these are absolutely essential parts of running a successful architecture firm.

Below we will discuss steps that you can utilize in your practice to help you clear out your tagged receivables and hopefully get you paid on an account that you might have been ready to write off.

## 1 Educate and Inform Clients Early On

Conducting a potential new client consultation is an art, but there are some easy concepts you can implement to help you avoid pitfalls down the road and to make sure that you and your client are on the same page at the beginning of a project, and as that project continues through completion.

## 2 Automate Payments

For clients who might have trouble paying your bill or for those who are habitually late and/or forgetful, setting them up on a recurring monthly payment plan is a great way to help them out financially.

## 3 Offer More Ways to Pay

Although cash and checks have been, historically, the most common payment methods, for many Americans, these are becoming increasingly less popular ways to pay for both products and services. If a client doesn't want to leave their home to go to the store, let alone pay their bill, you need to be giving them online options—like secure online payments.

## 4 Make Your Accounts Receivable More Accessible

Now more than ever, clients might be hesitant to come to your office, visit a bank, or mail a physical check. By providing a trusted online payment option to your clients, you give them a safe, secure way to remit payment at their convenience.

## 5 Drive Action by Eliminating Barriers

Be modern! Offer to email bills (more and more clients only want bills via email), and give your clients a seamless, contactless way to pay online. Allowing them to pay online via a provider like ClientPay means that your clients can pay you any time, and from anywhere.

## 6 Provide Informative, Valuable, and Accurate Communication

A good way to stay on the same page with your clients, as well as to provide continuing value, is to be in regular contact with them. This gives you touch points throughout your clients' projects, and lets you control the narrative as events progress.