



# Rocky Mountain Memo

## LEVERAGE LOST PROPOSALS

“No” may not be “no” forever. When a BKD pursuit team loses a proposal opportunity, it's important for our team members to continue communicating with and marketing to the organization’s decision makers. The most important thing is to understand why we lost the proposal, which requires excellent communication, documentation, and putting our “Learn to Listen” principle to work. We can use that valuable feedback to tailor future conversations, presentations, and proposals.

Key questions for a follow-up conversation might include:

- Why did you choose (our competitor)?
- What stopped you from choosing BKD?
- Was anything missing from our team, our services, or our proposal/presentation that would have changed your mind?

**BKD Trusted Advisors**<sup>™</sup> are bold enough to embrace the “no” as a learning experience to move us closer to the “yes” at our next opportunity.

## STARTER STEPS TO CROSS-SERVING

Cross-serving your current clients is the best way to drive new business, especially if you are early in your career. If the term cross-serving makes you nervous, reframe it as helping your clients solve problems. Who doesn't want to be a help?

The Association for Accounting Marketing’s CPA Growth Trends breaks down [6 Starter Steps to Cross-Selling Your Clients](#). Dive into this quick read to learn how to reframe the narrative, identify touchpoints, and create a process that works for you.

Become a trusted advisor who is intentional about helping clients find solutions, which in turn also drives growth. Be sure to visit the [Cross-Serving Resources & Education page](#) on keynet for more ideas and information.



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## PLAINS COMMERCE BANK WIN!

Members of the North Region financial services team had performed a FDICIA implementation for a South Dakota bank, which had crossed the \$1 billion threshold. Our client referred us to Plains Commerce Bank and set up a call between the Plains CFO and Denver Partner Bud Hollenkamp and Senior Manager Jenica Shippy. The conversation resulted in an opportunity to bid on the project. The proposal opportunity was lost to a low-cost provider. The BKD team stayed in touch with the prospect, shared BKD Thoughtware® and sent webinar invitations.

A short time into their engagement, Plains director of internal audit called the BKD team, asking if they could bounce off some implementation ideas. It became evident from the conversation that the low-cost provider was not able to deliver. Bud and Jenica had another call with the Plains team and shortly after, the BKD team was asked for an updated proposal and BKD was awarded the work.

**Client:** Plains Commerce Bank  
**Services:** Internal audit, FDICIA Implementation, and FDICIA ICFR Readiness Testing  
**Fees:** \$117,000

*Take a proactive approach with prospective clients and sign them up for BKD Alerts, Thoughtware® articles, and webinar invites.*

## SIERRA BANCORP WIN!

Denver Partner Bud Hollenkamp and Little Rock Partner Gary Edwards met Sierra's chief accounting officer at the AICPA Banking Conference, and she expressed management's disappointment with their current local provider. Bud and Gary introduced her to two prominent SEC audit clients, who emphasized BKD's Unmatched Client Service® and proactive solutions.

Fast forward a few months. A former client of the firm became Sierra's new CFO. Bud reached out to congratulate him and mentioned discussing SOX controls and potential audit opportunities. Bud and the CFO talked about concerns regarding SOX key control design, potential gaps, and their current firm's lack of SEC experience.

BKD was asked to submit a proposal for audit, tax, and quarterly 10-Q reviews. The pursuit team—Bud, Kansas City Partners Lyle Alexander and Brian Mall, National Industry Partner Jason Rader, and Denver Senior Manager Jenica Shippy—was assembled. BKD was a finalist and the team flew to California to present. While BKD emerged as the firm of choice by management and the board/audit committee, Sierra remained with the incumbent due to the change in CFO position, the pending adoption of CECL, and the lending environment at that time. The BKD team remained proactive and touch points included BKD Alerts, Thoughtware® articles, and webinar invites. During the audit, the incumbent identified control issues and pushed management with potential significant deficiencies. The CFO called Bud to discuss possible remedies to reduce the severity of these issues based on additional compensating controls not previously being considered. Once the audit was issued, the CFO reached out again to ask if BKD could help management re-assess Sierra's control environment to improve their controls. The BKD team put together a power point the CFO and CEO could present to the board for approval and BKD landed the work!

**Client:** Sierra Bancorp (Sierra)  
**Services:** Sox reassessment  
**Fees:** \$275,000

## JUST FOR FUN!



**first-mate prance**  
@bocxtop

...

a bored caveman rubbed two sticks together until it lit up now i gotta do battle with excel from 9am to 5pm everyday

## CONSISTENCY IS KEY TO SOCIAL MEDIA

Staying active on social media can amplify your voice, accelerate relationship building, and open business development opportunities. Browse [BKD's resources](#) to get started building your social presence. Posting once a week can:

Establish you as a quality resource for trusted advice

- Help you gain a following and grow your connections
- Showcase involvement in your local community
- Drive traffic back to [bkd.com](#)

Take your social strategy to the next level with a social media training session for your office or industry. Get best practices, strategic objectives, and helpful support for growing your account from trusted social advisors. Reach out to Social Media Marketing Team Leader [Mikayla Throne](#) or your [COSL Marketing Team](#) with any questions.

## CONNECT WITH BKD ON SOCIAL MEDIA

Use the links below to connect with BKD's official social media accounts.



## GROW YOUR LINKEDIN CONNECTIONS

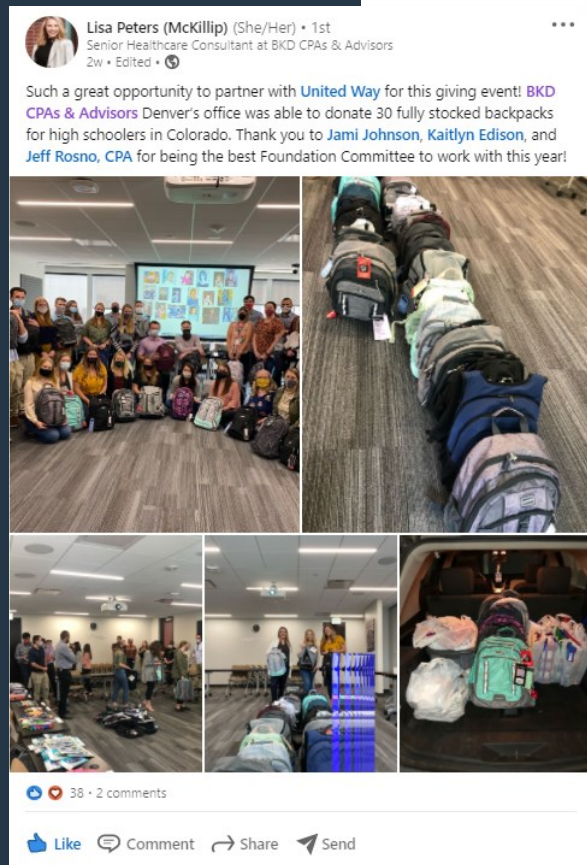
Leverage your LinkedIn profile as a virtual business card at events and conferences. Mentioning your LinkedIn profile during a presentation or in casual conversation helps to:

- Connect with untapped prospects and leads
- Nurture relationships with industry leaders and decision makers
- Establish yourself as a **BKD Trusted Advisor™** through **BKD Thoughtware®** promotion

Connecting on LinkedIn gives you a platform to share Thoughtware, services, and tools with key decision makers in your industry. Implement this best practice at your next event to cultivate new relationships. Reach out to Social Media Marketing Team Leader [Mikayla Throne](#) or the [COSL Marketing Team](#) with any questions.

*Don't forget to use your BKD hashtags! #BKDLife, #TrustedAdvisor, and more!*

## HELPFUL HACK: DIVERSIFY YOUR LINKEDIN



The image shows a screenshot of a LinkedIn post by Lisa Peters (McKillip), a Senior Healthcare Consultant at BKD CPAs & Advisors. The post text reads: "Such a great opportunity to partner with [United Way](#) for this giving event! [BKD CPAs & Advisors](#) Denver's office was able to donate 30 fully stocked backpacks for high schoolers in Colorado. Thank you to [Jami Johnson](#), [Kaitlyn Edison](#), and [Jeff Rosno, CPA](#) for being the best Foundation Committee to work with this year!" The post includes four photos: a group of people at an event, a long line of backpacks, a person packing backpacks, and a close-up of backpacks. The post has 38 likes and 2 comments.

Sharing **BKD Thoughtware®** articles and webinars to LinkedIn is a great way to engage prospects and clients, but you also want to create a diverse storytelling experience on your page.

See what Denver Senior Consultant Lisa Peters has done with her post about the United Way service event put on by the Foundation Committee. Lisa created a great networking and PR post because she tagged fellow BKDers, BKD's LinkedIn page, and the United Way!

Here are some ideas you can post about that will diversify your feed beyond the informational articles and expert advice.

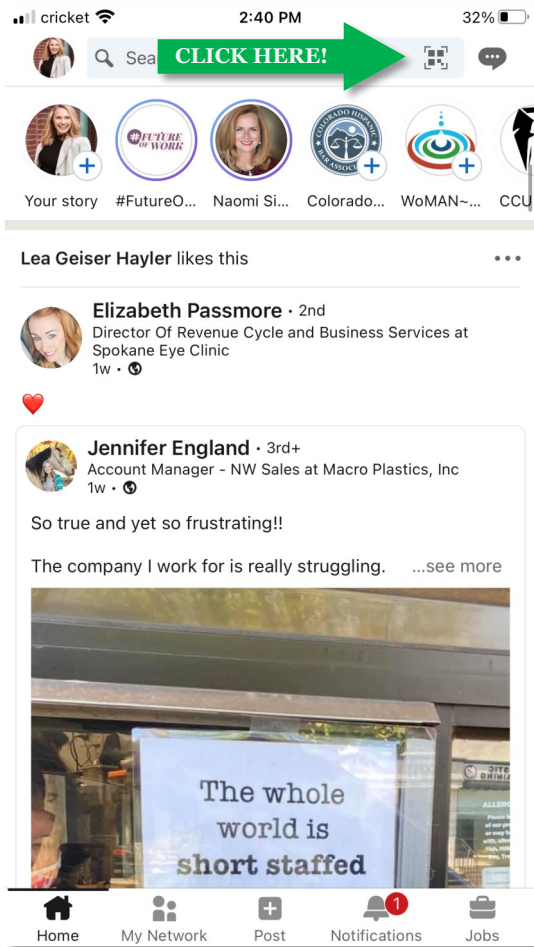
- Did you attend a convention recently? Post pics if you ran a booth - bonus points if you post at the beginning of the convention with booth location and giveaway info!
- Did you participate in a fundraising event sponsored by BKD? Help out at the food bank? Participate in a charity golf tournament?
- Did you attend a morale boosting BKD social event? Happy Hour with the team? Lunch with your buddy or coach? Coffee break with the interns?
- Did you celebrate a BKD anniversary? Post a Throwback to when you started and where you are now!

As always reach out to Social Media Marketing Team Leader [Mikayla Throne](#) or the [COSL Marketing Team](#) with any questions.

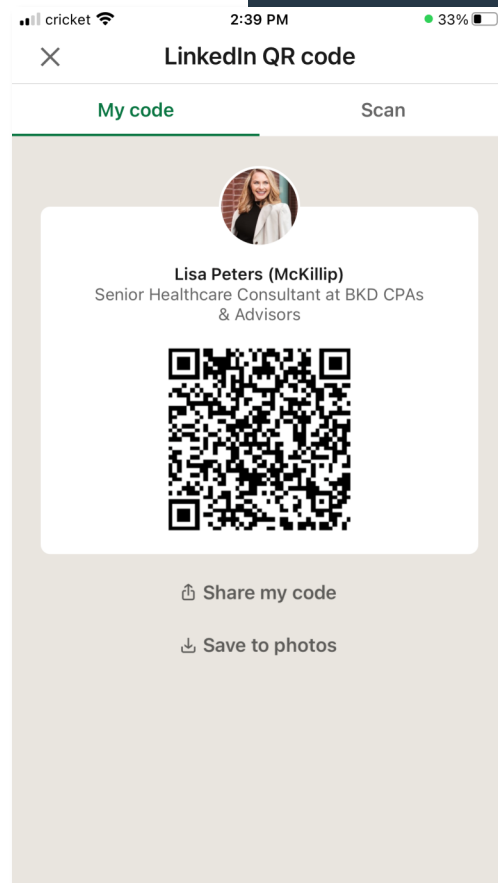
## DID YOU KNOW?

### Did you know you can use your LinkedIn app on your phone as a virtual business card?

If ever you're caught out and about without your business cards, use this quick trick to link up with a prospect!

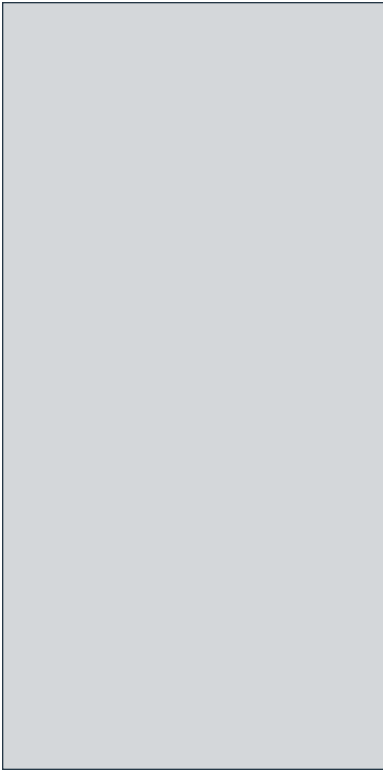


1. Open your app
2. Click the QR scanner icon in the search bar at the top of the page
3. Next have your contact scan your code to pull up your profile or click "scan" to scan their code!



### Helpful Hacks:

- Use the share my code button to send your code via text, email, or on other social media platforms.
- Save to photos to access your code quickly in moments when cell service is less reliable.



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