

Member Case Study

MGI partnering wins big client

MGI firms in Europe and North America have partnered up to win a major international client in a great example of how the alliance is often crucial to gaining new business.

Winning a large contract from a global corporate can be especially challenging, particularly for small to medium sized accounting firms competing alongside larger firms.

But MGI member firms, working jointly between Germany and the US, prove otherwise, having pitched and won a significant piece of business for a publicly listed global international with 2,700 employees, operating across 10 countries.

Personal service and global scope

The client, not happy with the service it was getting from one of the big six networks, wanted something better and found it in MGI. Alex Leoff, from German member firm Votum AG, says: "As our client has several foreign subsidiaries, an alliance was vital. We were able to show how our personal relationship with foreign MGI partners meant close communication."

Joseph G. Meyer, Vice President at Selden Fox, agrees. He says: "Alex was able to tap resources from the alliance in order to win a new client with worldwide operations. We were happy to provide our assistance to a client in the US that fits into our portfolio perfectly. Additionally, Alex is helping us to quote to the client to provide tax services as well."

What makes the MGI partnership different, better

Simply, it's all about keeping it personal, as Alex explains: "Our client was able to see that they are not 'another client of the Big 4'. In essence they got to know that they would be on the same importance level as our company."

You are speaking to clients as one business owner to another. With the Big 4 or next 10 it is totally different. The client spoke to managers and sometimes youngsters who may need to go back to their department heads for guidance. We do have a very efficient way of doing business if we are involved personally."

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"The essential cornerstone has been MGI. Without MGI, we wouldn't have had a chance to get it."

Alexander Leoff, CPA and German Public Auditor from MGI member firm Votum AG, Germany



"I see the success of this MGI collaboration as a springboard to do more in the future."

Joseph G. Meyer, Vice President at Selden Fox, USA

MGI member firms involved

Votum AG (German Audits)

Selden Fox, Ltd. (US Audits)

RLT Ruhrmann Wüller & Partner (inventory audits in Berlin and Dortmund, Germany)

RLT IT-und Systemprüfung GmbH (IT audits)

audecon GmbH (inventory audits in Munich, Germany)



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