# Transitioning to an Online Practice Utilizing QuickBooks Online

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# Kaydee Peterson
## Peterson Business Services

- Advanced Certified ProAdvisor
- Co-Author QBO Certification
- Intuit Trainer-Writer Network
- Certified in many 3rd party apps for streamlining business processes
- Specializes in business process, industry specific solutions and training
- Student-Teacher at www.SchoolOfBookkeeping.com
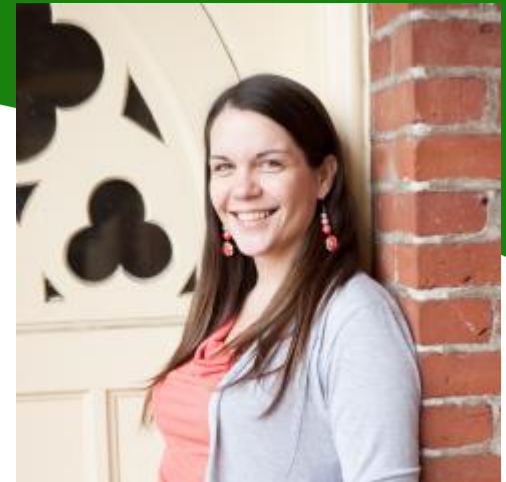
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- You must stay for the **entire webinar.**

- We will provide a **CPE Keyword** during the webinar.

- Towards the end of the webinar, you will be **prompted to enter the keyword.**

- **Certificates** are **e-mailed** directly to you within 14 business days from today's training.

- You must keep this copy for your records.

**QuickBooks**

**Access to Course Materials and Handouts**

http://www.IntuitAcademy.com/Materials

**See link in Chat window!**

# Today's Agenda

- What is the Cloud?

- Why It's Important to Transition to the Cloud

- Technology and Software Considerations

- Benefits of Using QuickBooks Online

- How to Transition Existing Clients

- How to Connect with New Clients

- Benefits of Becoming a QuickBooks Online ProAdvisor

**Learning Objectives**

After attending this course, you will be able to:

• Define what the cloud is and understand how it applies to accounting professionals

• Summarize why you would want to transition to the cloud and the benefits it will provide

• Identify hardware and software needed to make a smooth transition

• Create a list of existing clients to transition first

• Identify ways to reach out to new clients

• Summarize the benefits of becoming a QuickBooks Online ProAdvisor

# Cloud = Internet

**QuickBooks**
intuit
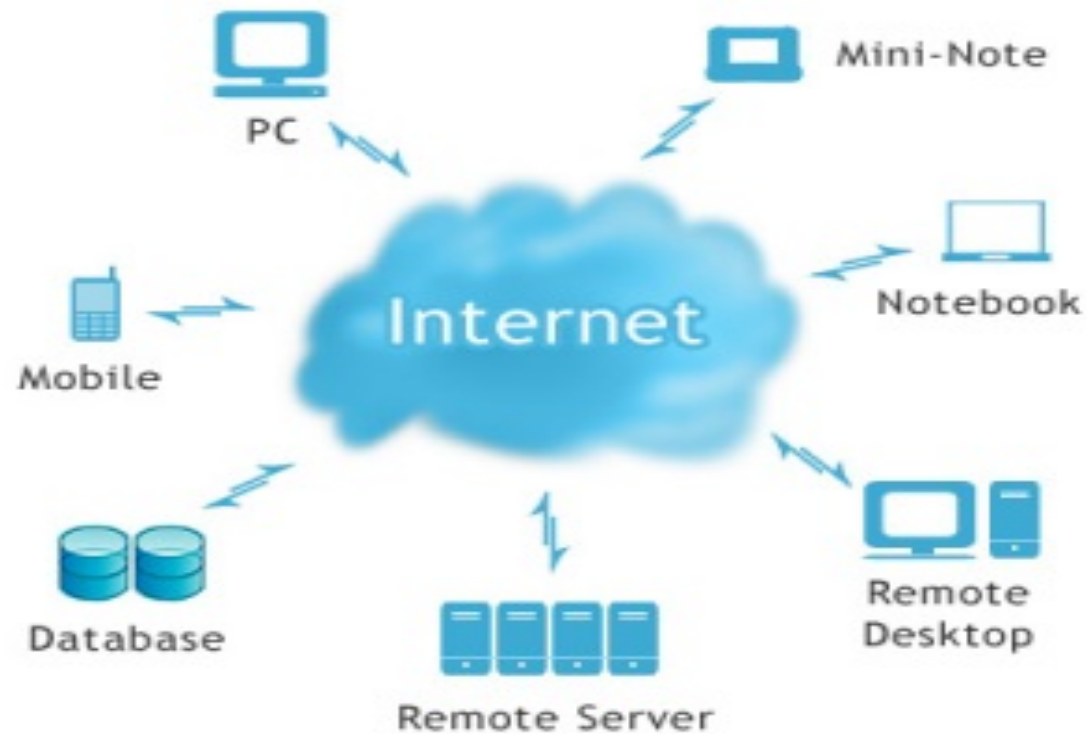
- Software and data housed securely in data centers

- Accessible securely via the Internet

- Data access and sharing is the key to **efficient workflow**

- Allows for real-time collaboration and effective communication
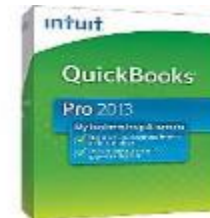
**Improved Efficiency and Productivity!**

**Desktop**: You buy the software and install on your desktop

**Hosted**: You buy software and have it installed on vendor's server

**Software as a Service (SaaS)**: Accessed through your browser, usually on subscription basis:

- Microsoft Office 365, Internet Banking, Salesforce, QuickBooks Online

# Technology & Software Considerations to Transition to the Cloud

Browsers are how we "see" or access the data on the internet.

- A browser is software on your hard drive, on your local computer.

- You open browser software on your computer and navigate to a website or location in the cloud.

- Browsers are big windows…and as long as you have the credentials required…you can see and access the data and software on the internet.

You may already be using some applications in your own practice that can be used to work with clients:

- Dropbox, SmartVault, Sharefile, Google Drive

- Google Voice or electronic fax services

- QuickBooks Online, Bill.com

- Google Hangouts, Skype, GoToMeeting

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What things MUST your practice have to run effectively?

- Calendar, Online scheduling

- Fax

- Document management

- QuickBooks Online

Now look at your existing hardware & software tools and determine the gaps.

## Bookkeepers, CPAs and clients can work together

– Because both access the same data (although possibly through different applications or features)

## Time-saving efficiencies

– The promise of the cloud is no re-keying of data

– Significant time savings preparing books or tax returns

## Value/Flat Fee Billing

– Allows client to better budget cost

– Eliminates having to track time & bill clients

## Expand Client Base

- By working remotely, you are not limited to local clients; they can come from anywhere.

## Simplified Access

– Having the applications and data "in the cloud" provides **"anywhere, anytime"** access.

– Users can get financial data from smartphones and tablets, not just from desktop systems.

# Transitioning Existing Clients

## Services (Ranked Best to Least Fit)

- Sally's Cakes
- Twisted Vine Bistro
- Sunshine Plants

## Receptive (Ranked Most to Least Open)

- Sally's Cakes
- Sunshine Plants
- Twisted Vine Bistro

## First Choice to Convert:

- Sally's Cakes– Choose the clients that are the top of both lists to convert first

Some clients may resistant to this transition.

COMMUNICATE with them to determine the reason behind this.
Some common objections:

- Don't want to pay for QBO subscription
- Concerned about learning new software/processes
- Security
- Won't see you in person, so how will they know the work is getting done?
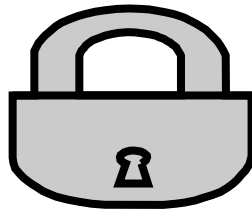
# Specialize to Expand

QuickBooks.

What is your perfect client? Is it a type of person or business? Is it a specific industry?

Establish a set of rules – an untenable list of things you simply won't stand for in a client.

From author Mike Michalowicz, these can be as simple as "I won't work with jerks"

What are some things you're passionate about, both personally and professionally?

- **Hobbies** – use a personal hobby to narrow your business focus by targeting businesses that are connected to it

- **Skills** – What are you really, really good at doing? Focus on this as a specialty. You may find that you excel at explaining things to people, so focus on training

➤ **Dream Client**: *Tech savvy start up*

➤ **Passion***: Working with Non Profits*

➤ **Specialty**: *Setting up NPOs with eCommerce & mobile apps to facilitate fundraising*

By becoming an expert or having a niche, you can market yourself more easily by focusing your strategy to connect with **specific** prospects, instead of trying to reach **any** prospect.

**Practice your pitch**

- Refine the answer to the question "What do you do?" – Keep it to 2-3 clear, concise sentences
- Describe what you do, and whom you want to connect with

**Reach out to existing clients**

- Explain exactly what you're looking for
- Offer referral fees

## In person

- Networking groups-meetup.com
- Chamber Lunch & Learns
- Teach classes (local SBDC, community colleges)
- Industry trade shows
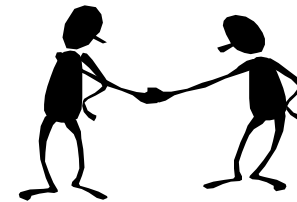
## Online

- Social Media (Blogging Twitter, Google+)
- Online Q&A forums (ie: LinkedIn)
- Software support sites (ie: QuickBooks Community)

## QuickBooks ProAdvisor Program
### *What's Included?*

- *Free software*
- *Free QuickBooks Online training & CPE*
- *Free QuickBooks Online certification*
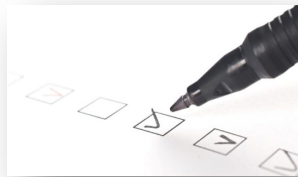- *Free Turnkey marketing tools and support*

Chat & Phone Support

"Desktop" QuickBooks ProAdvisors already have these benefits!

Find-a-ProAdvisor

## Sign up at *proadvisor.intuit.com*

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