



Introduction to the QuickBooks Cloud ProAdvisor Program

Brought to you by:

Intuit® Academy

Presented by:

Raj Bhavani and

Jyothiprakash Trishuleshwar

CPE Information



How to receive CPE Credit:

- 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.

Presenters:



Jyothi Prakash Trishuleshwar

- Product Manager, US ProAdvisor Program
- Lead Cloud ProAdvisor Program, Find-a-ProAdvisor, Certifications and Training
- Before Intuit Product Manager at Involver, Amazon and Cisco
- Passionate about the Cloud, and delivering awesome products!

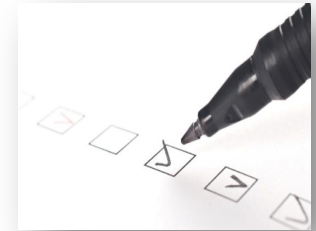


Raj Bhavani

- Senior Product Manager, US ProAdvisor Program
- Drive the mobile & program strategy. Launched the ProAdvisor iPhone App.
- Before Intuit: Been with Nortel, Good Technology, HP, Palm & Motorola Mobility
- Fun fact: Launched HP's 1st 3G Smartphones with tennis pro Serena Williams & supermodel Petra Nemcova on the eve of NY's illustrious Fashion Week in 2007.

Learning Objectives

After attending this course you will be able to:



- Understand the benefits offered to members of the FREE QuickBooks Cloud ProAdvisor Program
- Access cloud software (QuickBooks Online Accountant) directly from the Cloud ProAdvisor member website
- Get trained and certified on QuickBooks Online to expand your expertise
- Publish your profile on the refreshed Find-a-ProAdvisor website, after successfully completing your QuickBooks Online certification
- Utilize marketing resources available to you on the Cloud ProAdvisor member website

Agenda

- Why go to the cloud?
- What is the QuickBooks Cloud ProAdvisor Program, and what will it do for you?
- Access Intuit's Cloud Solutions & Online Ecosystem
- Demo: Signing up for the program and accessing benefits
- Improve your knowledge with QuickBooks Online Certification
- Grow Your Practice with Find-a-ProAdvisor directory listing (After completing certification)
- Reach new clients with our Turnkey Marketing tools
- QuickBooks ProAdvisor Program v/s QuickBooks Cloud ProAdvisor Program
- What is the right program for me?

QuickBooks Cloud ProAdvisor Program

Why go to the cloud? ...

Migration to the Cloud is Happening **Faster** Than We Thought

560,000+

QBO subscribers
worldwide – 100+
countries.

50% of all new Small
Businesses entering
QuickBooks franchise
start with QBO

QBO processed
more than \$1
trillion in commerce
globally!

Almost **twice** as many
migrators (QB desktop to
QBO) in 2013 as there
were in 2012.

Customers using Intuit
cloud solutions has
doubled to
45 million
customers in
5 years.

What is the QuickBooks Cloud ProAdvisor Program?

What is the QuickBooks Cloud ProAdvisor Program?



- ***Cloud-only program for accounting professionals***

Who is this for?



- ***Accounting professionals ready to move entire practice to the cloud***

Pricing:



- ***FREE!***



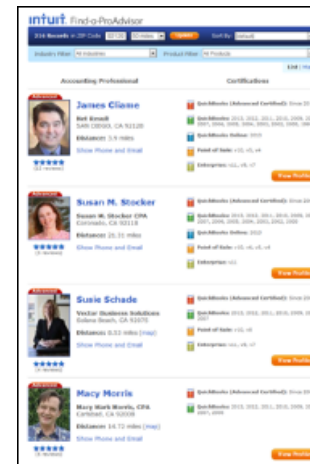
What Cloud ProAdvisor Will Do For You

Help You Launch & Grow Your Cloud-Based Practice

Help Grow Your Knowledge of QuickBooks Online...
To Help You Serve Your Clients Better

By making available special:

- Products
- Training & certifications
- Support
- Marketing resources





Access Intuit's Cloud Solutions & Online Ecosystem

Online Accounting



Free QuickBooks Online Accountant

Online Tax



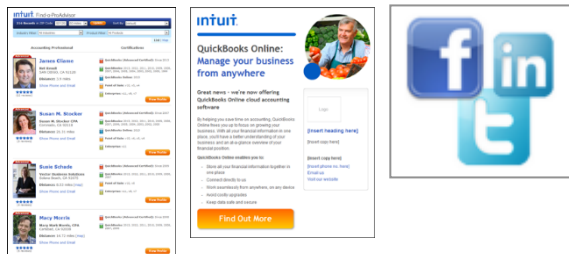
5 Free 1040 Returns

Online Payroll



1 Free month of Intuit Online Payroll for Accountants
1 Free month of Intuit Full Service Payroll

Marketing Resources



Online Certification





Signing up for the QuickBooks Cloud ProAdvisor Program

Demo: Signing up for the program and accessing benefits



Grow Your Knowledge with QuickBooks Online Certification

- **Why you should get certified on QuickBooks Online**

- Free listing on Find-a-ProAdvisor, an online directory visited by over 500,000 small businesses per year
- Improve your knowledge of QuickBooks Online to be better prepared to serve the rapidly growing QuickBooks Online user base (1.3 M worldwide users, 39% of all new QB users start with QBO!)
- Best way to stay up-to-date on product knowledge of a rapidly evolving, cutting-edge cloud product
- Distinguish yourself with the "Certified QuickBooks Online ProAdvisor" title
- Get logo/badge and certificate to further increase your credibility and more easily market your practice



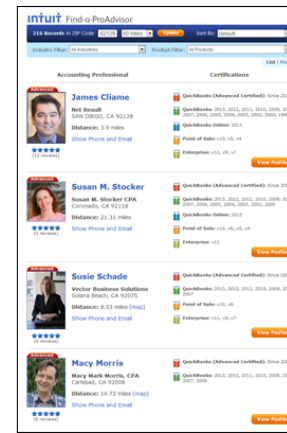


Grow Your Practice with Find-a-ProAdvisor Directory Listing

Create an Online Profile to Attract New Clients

Reach more than 500,000 potential clients with cloud certification and a FREE online profile on the Find-a-ProAdvisor website.

[Edit Your Profile](#)



1. Get Certified on QuickBooks Online!

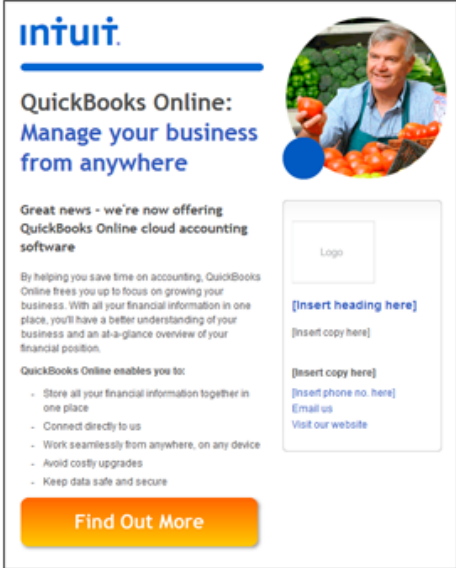
- Without it, you are missing out on a FREE listing & potential leads

2. Get Reviews

3. Picture Makes a Difference



Reach new clients with our professional email marketing templates



intuit.

QuickBooks Online:
Manage your business from anywhere

Great news - we're now offering QuickBooks Online cloud accounting software

By helping you save time on accounting, QuickBooks Online frees you up to focus on growing your business. With all your financial information in one place, you'll have a better understanding of your business and an at-a-glance overview of your financial position.

QuickBooks Online enables you to:

- Store all your financial information together in one place
- Connect directly to us
- Work seamlessly from anywhere, on any device
- Avoid costly upgrades
- Keep data safe and secure

[Find Out More](#)

Logo

[insert heading here]

[insert copy here]

[insert copy here]

[insert phone no. here]
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Visit our website

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[Instructions to use customizable email templates](#)

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You can use our email marketing templates to design professional looking email marketing campaigns

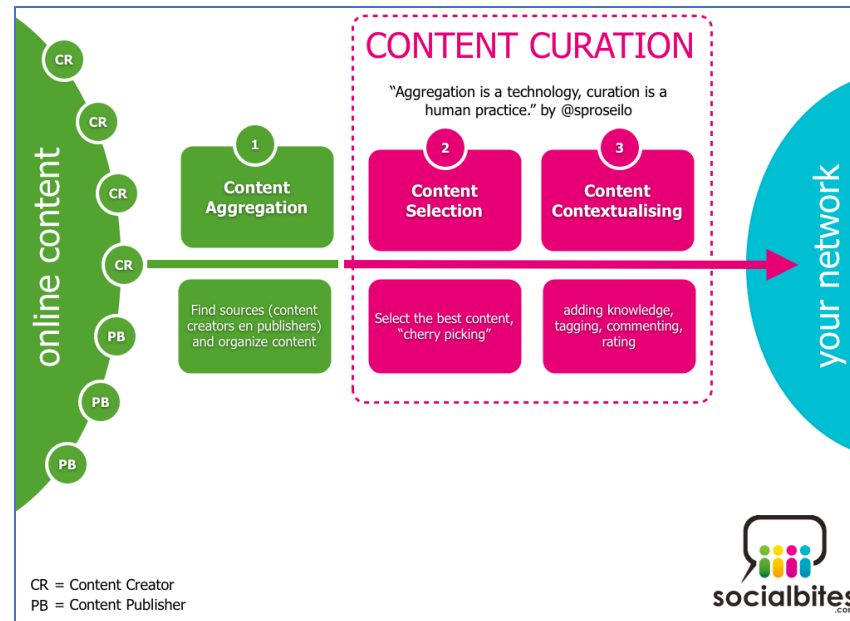
Get Social Media Savvy with our Social Media 101 webinars!



Learn to Use Social Media to Grow Your Practice

Sign up for the live webinar with Stacy Kildal on March 25th, or watch the recording here afterwards. Webinar will be live from 12PM-1PM CT Tuesday, March 25th

[Sign Up for Webinar](#)



ProAdvisor Program vs. Cloud ProAdvisor Program

QuickBooks ProAdvisor Program (Desktop) includes **all benefits in the QuickBooks Cloud ProAdvisor Program**, and more

Benefit	QuickBooks ProAdvisor Program	QuickBooks Cloud ProAdvisor Program
Free QuickBooks Online Accountant (Worth \$400/Year)	✓	✓
Intuit Tax Online (Five Free Returns)	✓	✓
Intuit Online Payroll (1 client, 1 year free)	✓	✓
QuickBooks Online Training	✓	✓
QuickBooks Online Certification	✓	✓
Support	✓	✓
Marketing Resources	✓	✓
Find-a-ProAdvisor listing	✓	✓
Desktop Software including QuickBooks Accountant Plus, Enterprise Solutions, Point of Sale, etc. (Worth over \$5,000)	✓	
QuickBooks Desktop training	✓	
QuickBooks Desktop certification	✓	
Advanced certification	✓	
Higher rankings on Find-a-ProAdvisor	✓	
Training for your clients	✓	
Exclusive discounts for you and your clients	✓	
CPE credits for training	✓	
QuickBooks Merchant Services	✓	
Offers on Intuit Partner Platform apps	✓	

What is the right program for me?

With the launch of the FREE QuickBooks Cloud ProAdvisor Program, you can now choose the program that is right for you based on your needs!

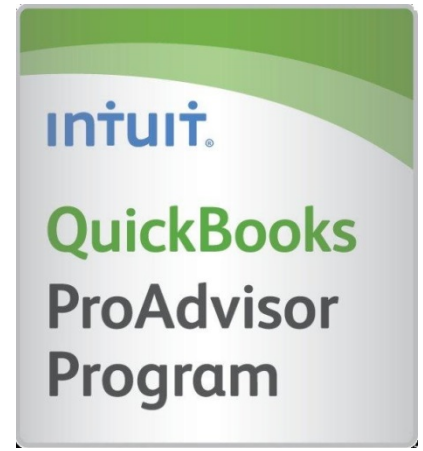
If you plan on serving....

**...Only Cloud-based
(QuickBooks Online) clients**



Is your best bet!

...Both desktop and Cloud-based clients



Is the right program for you!

Review of Learning Objectives



- Understand the benefits offered to members of the new FREE QuickBooks Cloud ProAdvisor Program
- Access cloud software (QuickBooks Online Accountant) directly from the Cloud ProAdvisor member website
- Get trained and certified on QuickBooks Online to expand your expertise
- Publish your profile on the refreshed Find-a-ProAdvisor website, after successfully completing your QuickBooks Online certification
- Utilize Marketing Resources available to you on the Cloud ProAdvisor member website

Q&A

Thanks for Participating!

