

Transitioning to an Online Practice Utilizing QuickBooks Online

Brought to you by:

Intuit® Academy

Written by:

Stacy Kildal, Kildal Services, LLC

Presented by:

Reesa McKenzie, AbilityBooks.com



Presenter: Reesa McKenzie



- Degreed Accountant and Owner of AbilityBooks Bookkeeping and Tax
- Advanced Certified QuickBooks ProAdvisor
- Co-Author 2014 ProAdvisor QB Desktop Certification Training Course
- Connect with me on LinkedIn, Twitter @QBPro_Advisor & AbilityBooks.com

ABILITYBOOKS
BOOKKEEPING & TAX



Course Materials

Access to Course Materials and Handouts

If you haven't already downloaded them go to:

<http://www.IntuitAcademy.com/Materials>



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.**

CPE Certificates

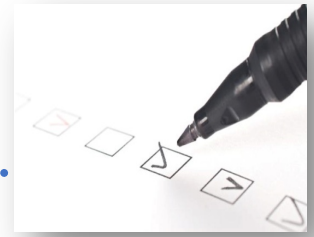
- E-mailed directly to you within 14 business days from today's training
- You must keep this copy for your records

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



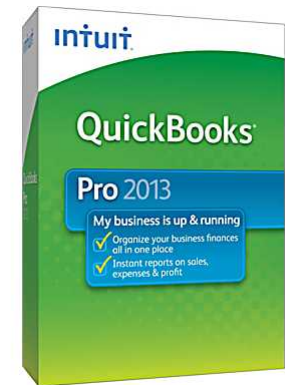
What is the Cloud?

- 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!

Evolution of Accounting Software

Desktop: You buy the software and install on your desktop



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

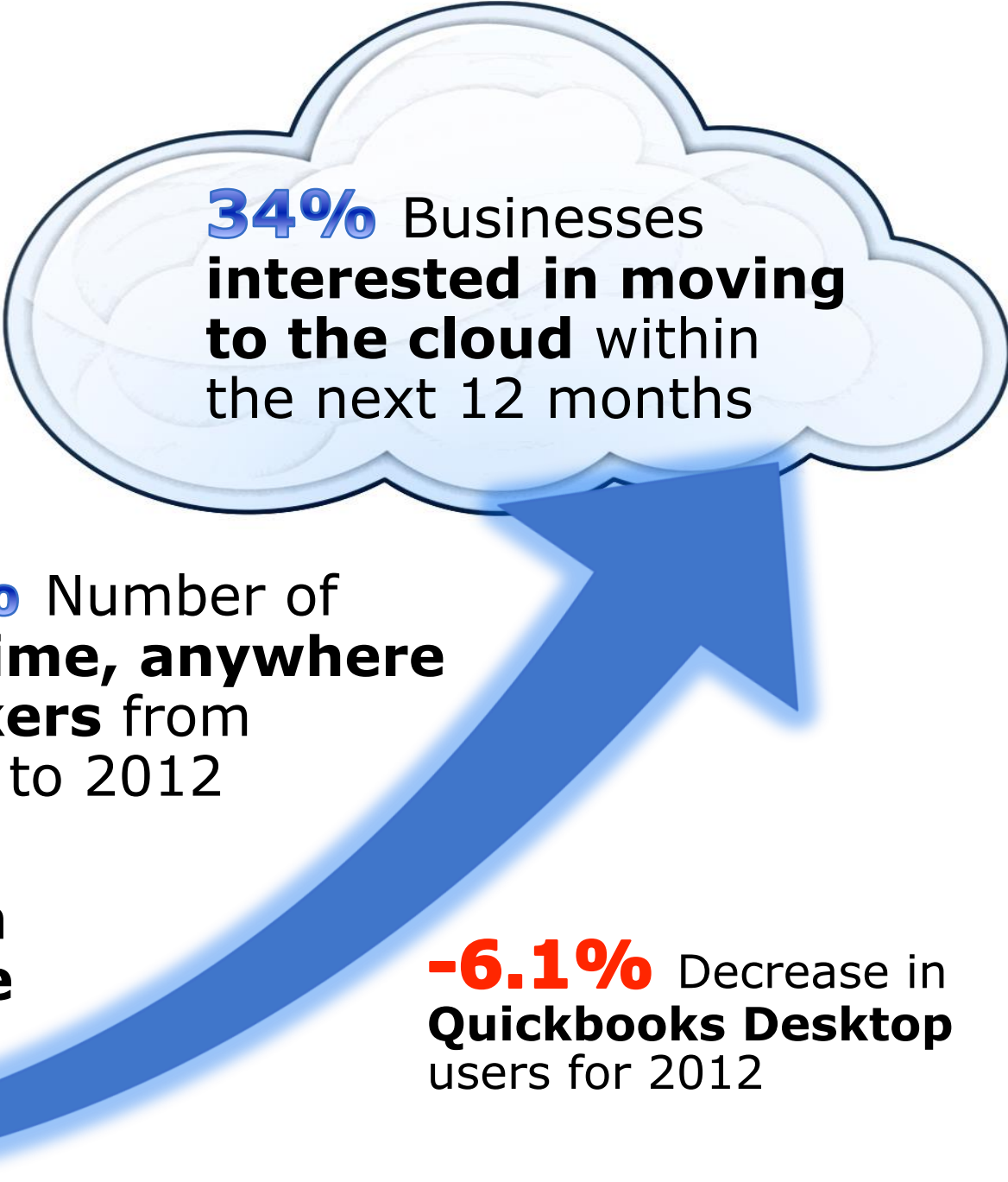
Software as a Service (SaaS):
Accessed through your browser,
usually on subscription basis:

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



Why is this Important?

Cloud Adoption is Accelerating!



34% Businesses interested in moving to the cloud within the next 12 months

29% Number of anytime, anywhere workers from 2011 to 2012

28.1% Increase in Quickbooks Online users for 2012

-6.1% Decrease in Quickbooks Desktop users for 2012

**The American Institute
of CPAs recently strongly
endorsed the move from
paper to digital.**

(SOURCE: ACCOUNTINGWEB.COM)



#cloudfacts



Technology & Software Considerations to Transition to the Cloud

Browsers

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.



What existing hardware do you have?



What applications do you already have in place?

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

- Dropbox, SmartVault, Google Drive
- Google Voice or electronic fax services
- QuickBooks Online, Bill.com
- Google Hangouts, Skype, GoToMeeting

What business functions **MUST** you have in place?

List the things your practice HAS to have to run efficiently:

- Calendar, Online scheduling
- Fax
- Document management
- QuickBooks Online

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

Benefits of QuickBooks Online

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

Benefits of Managing Clients in the Cloud

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

Identify 3 Clients to Convert

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:

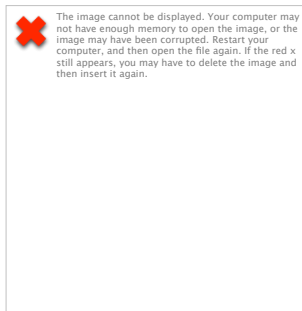
- Sally's Cakes– Choose the clients that are the top of both lists to convert first

Overcoming Objections

Some clients may be 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?



intuit®



Specializing to Expand

“Dream Clients”

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”

Your Passion

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

Specializing: Narrow to Expand

- **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.

Connecting to New Clients

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

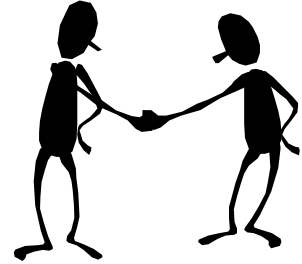
Reach out to existing clients

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

Connecting to New Clients

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)



Cloud ProAdvisor Program

What is it?

Free program for accounting professionals

Who is it for?

Accounting professionals **ready** to start adding the cloud to their practice

Where to Sign Up:

<http://bit.ly/CloudProAdvisor>

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

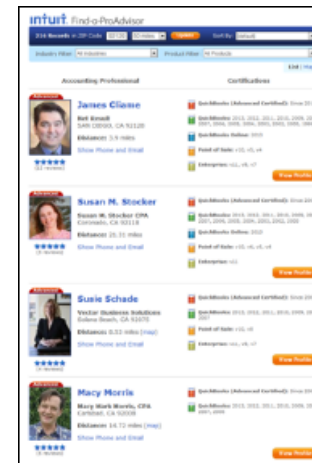
What Will It Do For You?

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 tools



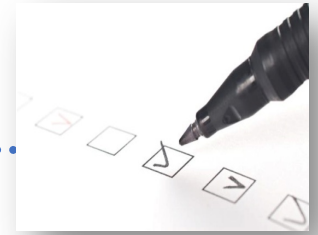


Why Get Certified?

Grow Your Knowledge with QuickBooks Online Certification:

- Get a free listing on Find-a-ProAdvisor, an online directory visited by over 500,000 small businesses per year
- 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!)
- 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 help market your practice

Summary



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