

Get

CONNECTED

qb intuit
quickbooks.

A-B-C's of onboarding your first QBO customers

Melanie Schroeder & Sherri-Lee Mathers
@likeitwasmine @balsamway

qb intuit
quickbooks.



Take a few moments
to **Connect** with
your neighbour

Today's speakers



Melanie Schroeder, CPA CGA

Melanie Schroeder Accounting, CPA CGA

@likeitwasme

Today's speakers



Sherri-Lee Mathers, CPB
Balsam Way Bookkeeping
[@balsamway](#)

Agenda

- **Where are you right now? Assumptions**
- **Intentional choices**
- **Fit of Five**
 - Perfect World
 - Not so Perfect World
- **Changing Workflows**
- **Who's Next ? (Meetings & Training)**
- **Relationships (A-B-C's)**



Where are you now?

Did you Know?

Hybrid cloud adoption grew from 19% - 57% in 2017
(Harvard Business Review)

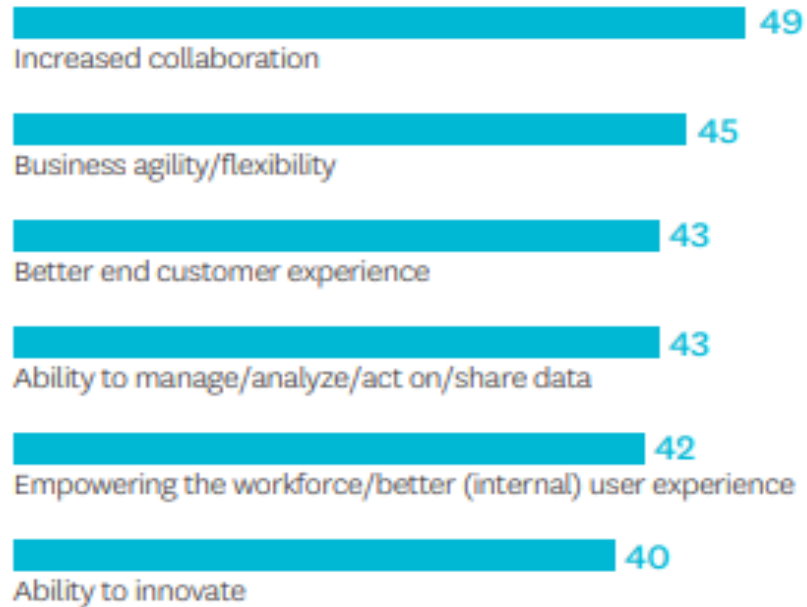


Cloud Benefits

FIGURE 3

CLOUD BENEFITS

Percentage saying the adoption of cloud or hybrid cloud systems has significantly improved company performance in the following areas



SOURCE HARVARD BUSINESS REVIEW ANALYTIC SERVICES SURVEY, FEBRUARY 2017

Improved Performance

- Increased Collaboration (A-B-C)
- Business Agility/Flexibility
- Better end customer experience
- Ability to manage data
- Empower Workforce
- Ability to Innovate

Where are you now?

49% of businesses are delaying cloud deployment due to a skill gap (Harvard Business Review)

46.9% of respondents invested NONE/Not Applicable in Technology & Training*

**with permission from 2018 K2E Canada Inc. Accounting & Bookkeeping Technology Survey*



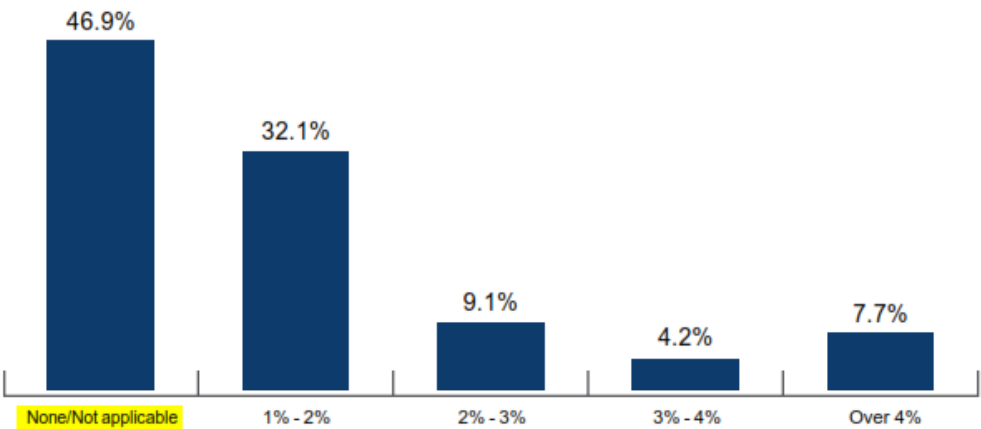
2018 Accounting & Bookkeeping Technology Survey

Performed by K2E Canada Inc.

Q136

What % of revenue was your technology and training expense last Year?

2018 Top Answers



Observations & Trends: As expected organizations spend considerably less on technology and training compared to accounting and bookkeeping firms. For firms 46% spend over 2% of revenue compared to 21% of organizations. With technology playing a larger and larger roll in operations it is interesting that 47% responded none or not applicable; perhaps it is not considered a key expense but it likely should be.

Training Expense

- 46.9 % None / Not Applicable
- 32.1 % 1-2% of Revenue

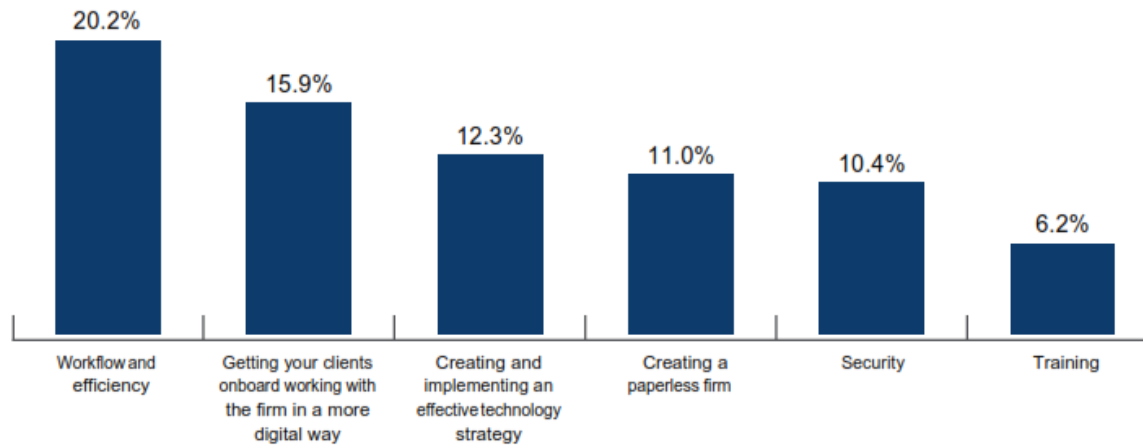
2018 Accounting & Bookkeeping Technology Survey

Performed by K2E Canada Inc.

Q42

What is The Biggest Technology Challenge you face managing your practice in the next 1-3 years?

■ 2018 Top Answers



Observations & Trends: As our firms move to remote working (50% work at least 25% of the time away from the office) a paperless office workflow becomes key. There are several workflow solutions available for firms to select from. Proper implementation and training on a workflow solution should dramatically reduce this challenge. Getting clients onboard with working digital is best accomplished by standardizing what the firm is using, testing with clients and developing an onboarding checklist.

Biggest Challenge

- Workflow & Efficiency
- Getting Clients onboard in a digital way
- Creating & Implementing Technology Strategy
- Paperless Firm

Are you **READY** ... then



SHOW ME THE MONEY!

Intentional Choices

What is the VISION for your business ?

What is your GOAL / MISSION

PURPOSE

ACTION PLAN



Fit of 5



Fit of 5



Fit of 5

1. Choose clients that already have confidence in you and your recommendations (tried and true)
2. Already know their books inside and out (already know where potential worms in the apple are)
3. Files where the client doesn't go into QBO (less having to go back and and fix errors)
4. Tech Savvy / paperless (use their phone for business already).
5. Service Based (easy to adopt)

Fit of 5

Perfect World Scenario (Your terms and timeline – Potty Training)



Fit of 5

Not So Perfect World Scenario – some customers come with bad habits



Changing Workflows

Document your workflow as you do it. Standardize it for efficiency.

Paper-Based

- Receive envelope by 15th
- Enter Sales Invoices
- Enter & Pay Expenses
- Reconcile Bank / Credit Card
- Reports
- Invoice for Services

Cloud-Based

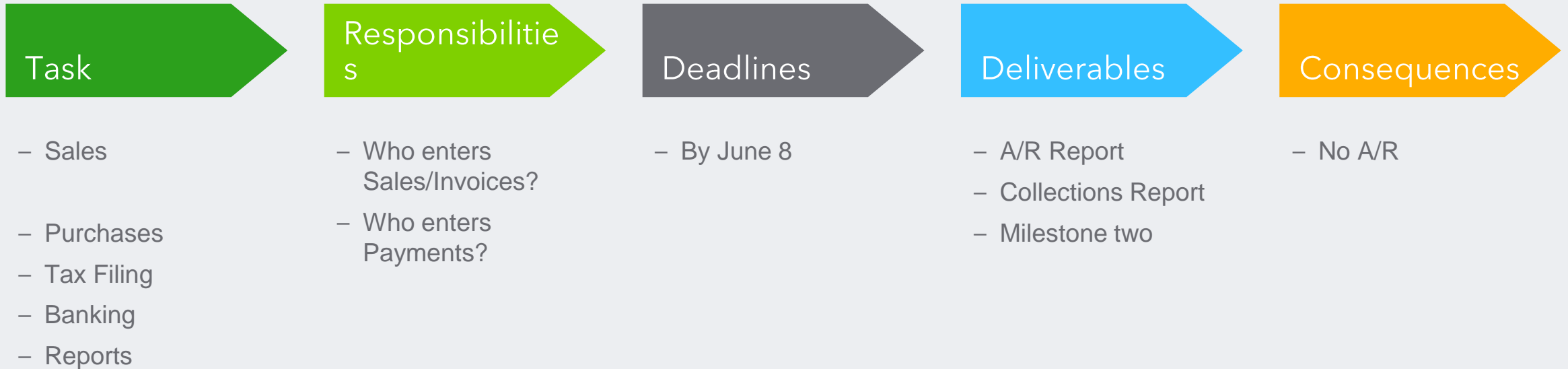
- Invoice & PAD your fees
- Review Bank Feeds
- Create Rules for inter-account transfers
- Enter Sales
- Enter Purchase Invoices
- Automate recurring transactions
- Check Feed for matches
- Make sure all Bank Feed items are entered
- Reconcile Bank / Credit Card

Failure to change your Workflow – Cloud Limbo



Who's Next (Client Meeting/Training)

Set expectations – this is a new system, and new opportunity to solve pain points



ELIMINATE SCOPE CREEP: Important to define in your Engagement Letter

Relationships (Accountant – Bookkeeper – Client)



BE FEARLESS

Create your own world with courage.

lukeprog.com

Get

CONNECTED

