



# Our guide to online accounting

**Framing the conversation**

A series of overlapping, rounded green geometric shapes in the bottom right corner, creating a modern, abstract design. The shapes are in various shades of green, from a light lime green to a dark forest green.



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## Welcome to online accounting

Welcome to our “Guide to online accounting - Framing the conversation”.

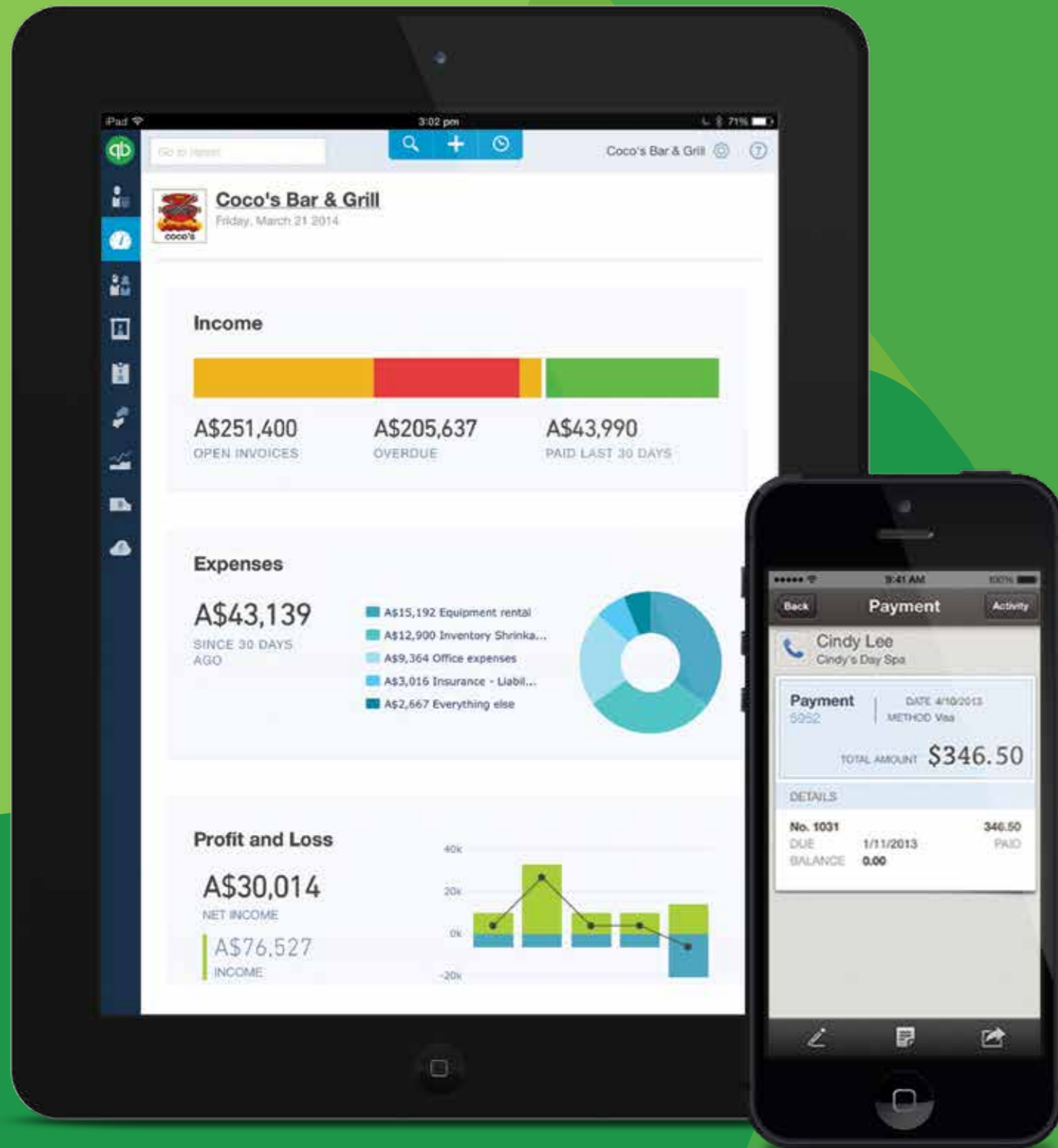
Many of our partners tell us that they find it difficult to educate their clients on online accounting. As a result, Intuit has designed this guide to help you frame the cloud conversation.

The good news is that you don't have to be an online accounting expert to talk about the benefits of switching to an online accounting solution – this document is designed to make it easy and fun for you to talk with your clients.

It will help educate clients on the online accounting and its benefits, provide tips on framing an online accounting conversation and help you handle questions that might be asked.

We hope you find this document useful.





## Benefits of online accounting

When you and your clients work online, you will both have access to everything the cloud has to offer, and all the benefits that come with it - including:



### Go mobile

Create a quote, email an invoice and record an expense - anytime, anywhere. Using just an Internet connection and a browser, colleagues on different continents and in different time zones can work together on the same project.



### Reduced capital expenditure

System upgrades are a thing of the past! Going online, software automatically upgrades so your clients are always up to date and using the latest version.



### Improved Agility & Productivity

Online technology will allow your clients to spend more time on the business and less time dealing with administration and data entry.



### Real time collaboration

Collaborate in real time with clients and team members to speed up the rate of work and make smarter and faster decisions. Plus, online accounting saves time on file sharing.



### Always backed up and secure

Perhaps the most significant aspect of online is the assurance that your clients' company data is always secure and always backed up.

# What is cloud/online accounting?

Defining online computing can prove to be complicated as different people have different explanations.

Technically, online computing refers to the delivery of IT infrastructure, applications and services to organisations and end users, on an on-demand basis, remotely, via the Internet.

In layman's terms, the cloud is simply a platform to make data and software accessible online anytime, anywhere, from any device. You are simply working online via a platform to share data and information.






# Helping clients understand online

## Using everyday analogies

When talking to your clients about upgrading to an online accounting solution, it's important for the client be able to grasp or relate to the idea you're putting forward.

Whilst online accounting isn't terribly complex, relating it to a familiar product or service can make the process much smoother and improve your conversation.

Below you will find a few online accounting analogies to help your clients quickly grasp the concept and the benefits that online accounting offers:

-  **Traditional banking vs internet banking**
-  **Postage vs web mail such as gMail accounts**
-  **Filing cabinets for CD storage vs cloud storage i.e. Apple iTunes**

As you can see from the above, many small businesses often use online services without even knowing it. More importantly, with the efficiency they have gained, they wouldn't think about going back to the old way!

# Framing the conversation

## Planting the seed

If you have clients using desktop software, it is more than likely a few well known 'pain' points will arise. You will be surprised with how naturally the conversation will flow, particularly at the end of the financial year.

Here are a few client scenarios we experienced recently, which quickly became QuickBooks Online transitions.

"I've lost my data and now I have to re-create everything. I wish I remembered to back up!"

"Can you process this shoebox of receipts for me?"

"Which company file do I send again?"

"I'm on the road a lot more these days and can't get onto my invoices and debtors as much as I'd like"

"I have remote employees and can't get all of the data I need from them to complete payroll quickly"

"My compliance fee is too high. How can I better control costs whilst seek more of your advice?"



## Useful prompting questions

- Q Would you like more visibility of your cash flow and business financial position?
- Q Are you confident that you have a good insight into your business risks and opportunities as they arise?
- Q Are you spending a lot of time on manual data entry?
- Q Do you find yourself frequently chasing invoices?
- Q Did you know accounting technology advances could allow us to work together more effectively?
- Q Would you like to spend less time on the books and more time in the business?
- Q Did you know that you could save up to 9 weeks per year by using more mobile technology in your business?
- Q Did you know that businesses on mobile solutions typically have 8% higher revenue than that of businesses that do not?
- Q How many invoices are you sending per month?

# Exploratory Meeting

You can help your clients make a good decision by:

- Asking your client to put a dollar value against each benefit.
- Outlining the benefits of online accounting

We have created a useful cloud readiness worksheet to help you frame online conversations (see right). This will get your client excited about what they will be gaining by making a change.



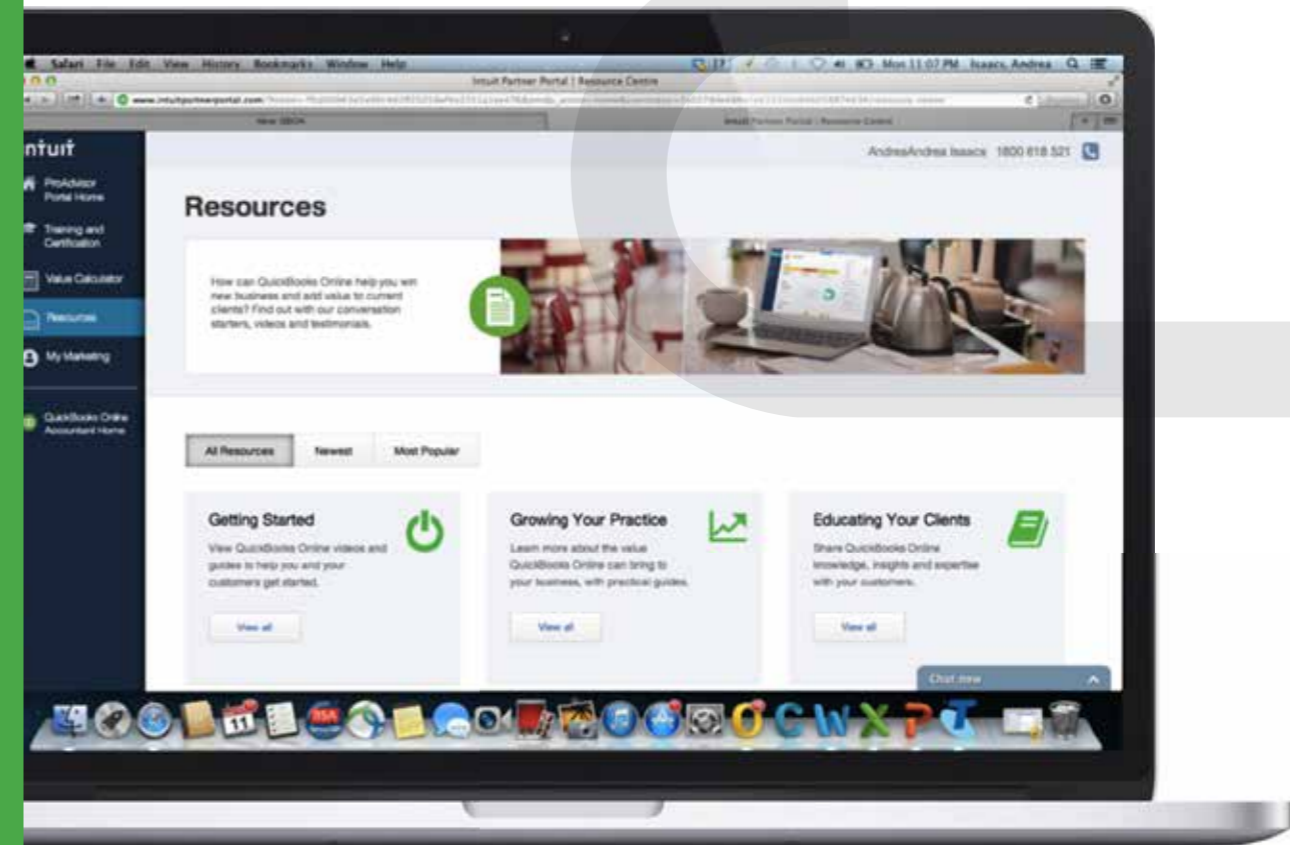
# Software Change Readiness Worksheet

Item	Time	Value (\$)
<b>Time saving</b>		
Do you regularly need to locate and email company files?		
Have you ever lost information as a result of not backing up?		
Are you spending a lot of time on manual data entry?		
Do you find yourself frequently chasing invoices?		
How many invoices are you sending per month?		
<b>Business Health/Visibility</b>		
Are you on the road for your business?		
Would you like more visibility of your cash flow and business financial position?		
Are you confident that you have good insight into your business risks and opportunities as they arise?		
Would you like to spend less time on the books and more time in your business?		
Would you like to increase your revenue?		
<b>TOTAL</b>		

# Handling Objections

It is likely that you may need to address and overcome objections or rebuttals. Some of the common objections you may receive include the following:

- How do I know that the cloud is secure?* **Intuit has bank level security.**
- What kind of technical support is available?* **Intuit offer customer care during business hours.**
- I don't want to learn a new system.* **The software is very easy to use and requires little training, but to support this, Intuit is working with me to offer free training to all of my clients. My next session is scheduled for <insert date>.**
- I don't want to lose my historical data.* **You will not lose your data. Intuit is currently offering a free data conversation service, which means all of your data will be transferred into the new system.**
- A friend of mine uses Xero and I've heard it's a better cloud solution.* **A recent independent study of small business found that QuickBooks Online is actually faster and easier to use than Xero. I suggest you definitely try both and also check out the study at <http://numbersproveit.intuit.com.au>.**
- I want to see more information about QuickBooks Online* **Download a QBO flyer from our new ProAdvisor portal or order hard copies from us for free!**



## Other useful tools

### We'll help you every step of the way

The ProAdvisor team has developed a range of conversation starters, videos and testimonials to help you have client conversations.

### Simply log into the ProAdvisor portal to access information such as:

- QuickBooks Online brochures and flyers
- A whitepaper outlining the benefits of using mobile solutions in business
- QuickBooks Online version comparison information

### It also contains useful tools for you including:

- How to select your first client/s
- Tips for value based pricing

**+ lots more!**





For more information, please visit  
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