

Talking With Clients About Pricing Changes

Pricing and policy changes are challenging and sometimes hard to digest, especially when you may have already planned out your business year. Additionally, as accountants, you are seen as the authority to your small business clients on all financial matters and they may be looking to you to explain the changes and reasons why this is happening. It's better to have these conversations through a personal phone call or an in-person meeting. This document can help guide you through the conversation.

I. Set up the situation:

Where possible, give advance notice to your clients so the announcement of a price increase doesn't come as a surprise. Intuit provides you with advance notice of upcoming price increases so you can be in-the-know before your clients. Giving your small business clients time to process this change is important, so we'll be informing them on May 15. Use these two weeks to advise your clients of the impending price increase so that when they learn about it, they aren't alarmed and can have a conversation with you, their accountant, on how, if at all, it may impact them.

II. Lead with facts:

Be prepared to share and explain what is changing. In this instance, for example, here's a quick summary of the May 1 price increase:

<p>Product Scope</p> <p>QuickBooks Online Essentials will increase from \$35 to \$40</p> <p>QuickBooks Online Plus will increase from \$60 to \$70</p> <p>Intuit Online Payroll Basic will increase from \$30 to \$35 (no change to per employee pricing at \$4/ee)</p> <p>Intuit Online Payroll Enhanced will increase from \$45 to \$50 (no change to per employee pricing at \$4/ee)</p> <p>Intuit Online Payroll Full Service Payroll will increase from \$109 to \$115 (no change to per employee pricing at \$4/ee)</p>	<p>Timing of Pricing Changes</p> <p>New Customer Sign Ups – May 6, 2019</p> <p>Existing Direct & Bill My Clients – July 2019 (effective each billing month)</p> <p>Wholesale Accountants – August 2019 (effective each billing month)</p> <p>Communication Dates</p> <p>Accounting Professionals: May 1, 2019</p> <p>Small Business Direct Customers and Client Billed: staggered drop commencing on May 15, 2019</p>
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III. Tell them what they stand to gain:

Arm yourself with the value that the QuickBooks Online product brings to each and every client. Price increases enable QuickBooks to act on customer feedback and reinvest in the product ecosystem. Below are some recent product innovations that will benefit you and your clients.

QuickBooks Online Innovations:

Track Project Profitability: See project profitability by easily tracking job and labor costs, payroll and expenses.

Direct Bank Feeds: Establish more reliable bank connections to automatically keep transactions updated.

Sales Tax Enhancements: See taxable and nontaxable sales by agency with the new sales tax liability report.

Progress Invoicing: Split an estimate into multiple invoices based on project milestones and track how much has been paid and still owed.

Intuit's Commitment to Success:

Training: Intuit invests millions of dollars in training accounting professionals through live educational events, on-demand training, and virtual conferences to confidently run, manage, and grow your business.

Tax savings: QuickBooks helps small businesses find over \$3,500 in annual tax savings and save over 40 hours per month on average.

Security and Privacy: Intuit takes financial data very seriously and handles it all with added care. This means investing in technology and people to ensure that financial data is always secure and private.

Ecosystem: Intuit's third-party ecosystem has expanded to more than 650 apps that increase the capabilities of QuickBooks Online and allow users to work seamlessly anytime, anywhere.

QuickBooks Online Accountant Innovations:

Client Overview: At-a-glance clarity into company and financial behavior, saving time on initial analysis.

Prep for Taxes: See P&L and balance sheets all in one place to simplify the review process.

Work Notifications: Add clarity across your whole practice, ensure new assignments, updates and due dates with email and Slack notifications.

Quickstart Templates: Prefilled or custom Quickstart templates set up projects and tasks for consistency.