

# Would Your Client Benefit From QuickBooks Online Advanced?

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If you or your client can answer **yes** to these questions, then you both may benefit from the many features in QuickBooks Online Advanced.

**Let's find out.**



## CHECK WITH YOUR CLIENT

### Support & Training

- Does your client need frequent or personalized support?
- Would free training in QuickBooks workflows help your client and their staff?
- Does an on-hand resource for your clients save you time answering questions?

### User Access

- Would your client benefit from having customized user access?
- Is your client overwhelmed and wants to delegate work to others?

### Data Processing

- Does your client manually key in invoices from an outside sales program?
- Does your client need to deliver identical invoices to multiple customers?
- Is your client spending a lot of time entering invoices?

### Complex Reporting Needs

- Is your client using classes or locations to build job profitability reports?
- Does your client require memorized custom report packages?
- Would report packages branded with your client's or your firm's logo be helpful?
- Would custom access to business intelligence reports and dashboards benefit your client?
- Do they need profitability, cash flow, or trend analysis reporting?
- Is your client a forward thinker and requires budgets and goal-seeking tools?
- Would access to financial and non-financial KPIs help your client analyze their growth?
- Would your client want the ability to identify over- and under-performing lines of business?
- Can benchmarking strengths and weaknesses relative to industry peers help your client gauge their progress?
- Does your client need consolidated financial statements (up to 200 companies)?
- Would the ability to create multi-company, consolidated budgets help?
- Does your client need to consolidate reports with multiple currencies?

**80 percent of small businesses fail within their first year**, mainly because of poor financial management.\*

QuickBooks Online Advanced includes a **Priority Circle membership for Master Admins** which includes:

- 5 free training videos - perfect for clients who have turnover, or need frequent refreshers on how to use QuickBooks.
- A designated Intuit Care Agent to provide answers to quick questions.
- Priority care with calls moved to the top of the line.

Custom user access and permissions allow your client to **delegate more work without the worry of employees seeing parts of the business they should not see.**

QuickBooks Online Advanced offers **accelerated invoicing** with the ability to both import and create multiple invoices at once.

**Business intelligence tools** can be one of the top definers of a successful business.

QuickBooks Online Advanced comes with **Smart Reporting powered by Fathom** allowing businesses to customize reporting based on their unique needs and have dynamic and in-depth reports on business KPIs like profitability and cash flow.

# CHECK YOUR CLIENT'S QBO ACCOUNT

## Database

- Are there 30+ active classes/locations (combined)?
- Does your client have more than 200+ active accounts on their chart of accounts in QBO?
- Are there more than 43,000 transaction lines in the database?
- Are there 10-100 active employees?
- Are there currently 5 or more users, not including the Accountant seats?
- On average do users spend more than 60+ hours a month working in QBO?
- Does your client need better reporting and access to data?

These database indicators are those of a growing, mid-market business that may be right for QuickBooks Online Advanced.

QuickBooks Online Advanced includes an unlimited chart of accounts and classes/locations. It also offers up to 25 users.

QuickBooks Online Plan Limits				
	Simple Start	Essentials	Plus	Advanced
Classes and Locations (combined)	0	0	40	No Limit
Chart of Accounts	250			No Limit
Billable Users	1	3	5	25

## OTHER SCALING INDICATORS

### Financial Indicators

- Is your client experiencing strong revenue or profit growth?
- Has your client's gross annual receipts reached or exceeded \$10 million?
- Does your client have multiple QuickBooks Online companies?
- Would your client benefit from real time, business intelligence reporting?

These are directional clues that **your client's business may need a more robust and customizable cloud solution like QuickBooks Online Advanced** which offers Smart Reporting powered by Fathom, accelerated invoicing, custom user permissions, custom fields and more.

### Operations Indicators

- Does your client post 10+ invoices per day on average?
- Is your client posting a high volume of transactions and needs tools to reduce data entry time?
- Does your client want to free up more time to focus on their business growth and less time doing accounting tasks?
- Is your client's employee base growing?
- Would it be helpful to have user access to smart reporting outside of QuickBooks?
- Would adding fields for Customer ID or membership numbers be beneficial?
- Would adding a field to designate a contact for Accounts Receivable inquiries help your client?

These questions deal with the **practical operations of a business.**

QuickBooks Online Advanced offers **up to 10 custom fields** to meet your client's unique business needs. **Increase efficiency and productivity** for you and your clients by searching, sorting, and filtering by custom fields and creating custom reports.

## FINAL THOUGHTS

On a final note, and in my opinion, if you or your client can answer any of these questions with a "yes," then it is probably time to **move them to QuickBooks Online Advanced**. The intelligent automation of tasks could be the pivotal transition of a struggling business to a highly profitable business. Besides, if the business wants to grow, then why wait? **Let's help them grow with all these fantastic new tools.**

## ABOUT THE AUTHOR | ERIN WALSH DYER

Erin is the ultimate bookkeeper's friend! As a national trainer for Intuit®, Erin educates hundreds of accounting professionals every month for QuickBooks Accountant University. In 2015, The Bookkeeper's Friend was named a Top-20 Firm of the Future by Intuit. Erin has trained thousands of QuickBooks desktop students across the United States and Intuit Support teams. She was named Trainer of the Year by Real World Training in December 2012. Erin continues to assist accounting professionals to realize the full potential of both cloud-based and traditional software options. Erin and The Bookkeeper's Friend co-founder/husband, Jonathan Dyer, reside in Joshua Tree, California, and have their main office in San Diego.