

Communication Guide

[Intuit Confidential Information: See Professional Services Playbook for disclaimers](#)

Overview

QuickBooks offers comprehensive solutions for the Professional Services industry. Market-trend-based strategies for the professional services market includes adoption of artificial intelligence tools, implementing virtual professional services, providing design services online, investing in data security technologies as well as adopting cloud-based technology software to make data-driven business decisions.

Customer Profile

- Professional Services are broken down into 3 major subcategories: Consulting Firms, Service-Based Business and Architecture and Engineering Firms. Additional customers include computer design, high-tech, software and specialized design firms.
- Limited by manual workflows, not realistic in today's cloud era.
- Open to exploring new multi-functional systems (ERP), high investment for unused features.
- Educate on how QuickBooks offers comprehensive, customizable mid-market solutions to fit their budget.

Needs

Professional Services Firms Need a Financial Management Platform to meet their needs. We've got a solution for that!

- [Fast streamlined payroll](#) (*QuickBooks Payroll*)
- [Access to HR benefit information directly from payroll accounts](#) (*QuickBooks Payroll*)
- [Merchant Services](#) to easily accept payments, set up recurring payments, provide a link to pay, and automatic billing in the field. (*QuickBooks Payments*)
- [Automate time tracking of billable and nonbillable hours](#) (*QuickBooks Time*)
- Manage labor costs, scheduling and job costing (*QuickBooks Time*)
- [Integrations with best-in-class, third-party apps](#) including Intuit's field service and ServiceM8 software
- [Online, outsourced bookkeeping](#) (*QuickBooks Live*)
- [Access to business funding when needed](#) (*QuickBooks Capital*)

Industry Unique Challenges/QuickBooks Solutions Differentiators

Professional Service Firms have unique challenges including:

- Complex Billing/Schedules for Receiving Revenue.** *Payment structures can vary, such as billable vs. non billable hours or retainer monthly payments. **Save time with QuickBooks' reduced data entry with batch actions, real-time reporting, and accelerated invoicing. Reduce administrative workload for highly paid specialists by eliminating repetitive tasks. Stay tax compliant and easily budget and forecast.***
- Proactive Cash Flow Management.** *Cash management should be a critical skill for any Professional Services business along with proper recognition and deferral of project-based revenue. **QuickBooks provides a clear view of your cash flow, so you know how much money is coming in and going out of your business.***
- Capturing/Tracking Billable Hours.** *Billing clients for time spent working on a project or working for multiple clients at once can be tricky and time consuming without proper time tracking procedures and specific job codes or custom fields. **QuickBooks Time offers these capabilities and more.***
- Maximizing/Managing Non-Billable Hours.** *This can be a challenge without a method to quantify total costs for projects. **QuickBooks helps businesses track time spent on administration, business development, etc.***
- Easy Way to Accept Payment in the Field.** *Professional Services employees are often on-site with clients. **QuickBooks' Merchant Services provides an easy Pay Now link to accept payments while in the field.***
- Providing Accurate Estimates/Proposals.** *When putting together estimates or proposals, it's difficult to give accurate time/pricing costs without exact data on similar jobs performed in the past. **Get customizable job costing (QuickBooks Time) and invoicing (QuickBooks) for complex contract terms.***
- Acquiring New Clients.** *A constant challenge is maintaining existing clientele while searching for new clients. **QuickBooks integrates seamlessly with leading marketing automation and CRM software.***
- Need for Real-Time Data.** *Track every dollar through QuickBooks' Financial Hub with robust general ledger functionality, and end-to-end project management. Gain better visibility over billable hours, project resource availability, and utilization. Keep a pulse on top money makers and spot trends with a revenue streams dashboard. Track your business performance and make better business decisions with comprehensive reporting.*
- Scheduling.** *QuickBooks Time provides easy way to create or edit schedules and push notifications to employees of any changes.*

Communication Guide *(continued)*

Questions to Engage Professional Services Customers

1. How has your business endured throughout the pandemic? Have you had to pivot and make changes to adapt? What changes have you implemented?
2. Are you currently using QuickBooks or another accounting system? *(If not, QuickBooks, ask)*
3. What are your biggest challenges with your current system?
4. Are you having any challenges with revenue recognition? What types of payment structures do you have? Do you bill hourly or on monthly retainers for your clients? *(We have industry-specific API integration partners that connect to revenue recognition software)*
5. How do you track billable vs. non-billable hours? *(QuickBooks Time add-on can help)*
6. Do you run profitability reports currently? How easy is it for you to run daily, weekly, monthly, quarterly reports? *(Partnership with Smart Reporting powered by Fathom™)*
7. Are you able to get all your metrics in one dashboard? *(Through our partner, you get one true source to aggregate profitability analytics into one dashboard to gain insights into KPIs)*
8. (If applicable) Do you have a way to collect payments in the field? *(Our Merchant Services and Pay Now Link makes this easy and avoids reconciliation)*
9. On a scale of 1-10, how effectively are you controlling labor costs?
10. What software are you currently using for payroll? Time tracking? Scheduling? *(Pay your employees with integrated payroll, taxes, health benefits, workers comp and more with both QuickBooks desktop and online. Save about 5% on payroll, reduce payroll processing hours by about 3% and increase billables by 11% with our time tracking solution)¹³*
11. Does your current system allow you to integrate with key apps for the professional services industry? *(Connect seamlessly with the current apps you already use to keep your business running smoothly)*

QuickBooks Talking Points

- QuickBooks has a solution to **run every part of your professional services business more effectively, accelerate growth and boost profits and productivity** with a portfolio of intuitive, desktop and cloud-based financial and business management solutions, third-party apps, and access to a network of experts for support and partners.
- QuickBooks' clients get **real-time, data analytics and insights visible in a single dashboard** to help make better business decisions.
- **Automation, delegation and customization** with improved workflows, user role-based access to financial data, and advanced reporting.

QuickBooks Solutions


QuickBooks Online Advanced

QuickBooks Enterprise with Remote Hosting


QuickBooks Services

- | | |
|--|--|
|  Payroll |  Capital |
|  Time |  Commerce |
|  Payments |  Live Bookkeeping |

Over 650+ Apps

-  **Premium Third-Party apps**, such as Flowrev, Docusign, MailCimp, Salesforce, Bill.com, BigTime, HubSpot, Mavenlink, Karbon, & QuickBooks Time.

Solution providers and partners offering:

-  Value-added services
- Data migration and app integration services
- Complex workflows and custom reporting

Communication Guide *(continued)*

Key Features/Benefits	Description
Easy-to-Use	Get up and running easily with an intuitive interface and simple data migration.
Get Live Bookkeeping Help	QuickBooks Live lets you chat with a bookkeeper to review your books, run reports, and even help with bank reconciliations—giving you more time to run your business.
Automate Bill and Invoice Approvals	Make manual approvals a thing of the past. Automate your accounting system by using customized workflow templates to streamline repetitive billing and invoicing tasks. *Only available in QuickBooks Online Advanced
Run Specific Reports	At the end of the day, accounting is all about getting the information you need to make smart decisions. That means seeing a comprehensive picture of your entire business financials presented the way you want.
Gain Insights	Gain even more insight by viewing built-in bookkeeping reports that compare performance between periods. Quickly access a profit and loss report that shows how much you spend on each expense category so you can quickly make smart decisions for your business.
Manage Labor Costs	QuickBooks time-tracking and QuickBooks payroll features let employees easily log their hours for approval. Easily run reports to see trends—like weekly and monthly pay differences or payroll costs by client account—so you can make any necessary adjustments quickly. See how many hours you are paying in OT and get real-time alerts to overtime pay.
Financial Hub	Where consultants can track every dollar with robust general ledger functionality and end-to-end project management , from estimate to payment. Better visibility over billable hours, project resource availability, and utilization.
Allow Accountants Instant Access to Your QuickBooks Data	With QuickBooks Online Advanced , your accountant always has instant access to your account to answer questions, fix problems, and help prepare your taxes. Create a unique login so your accountant can work on your books without leaving their office. Plus, accountants receive a free version of QuickBooks designed specifically for them, called QuickBooks Online Accountant making it even easier for them to work with you.
Access to Comprehensive Reporting	Comprehensive Reporting is a comprehensive management reporting and financial analysis tool that takes the data from your QuickBooks account and visually lays it out in an easy-to-understand, interactive report to help you pinpoint how to grow your business. Gain insights into profitability, cash flow and other unique KPIs that matter to your business.
Customizable User Permissions	Not everyone needs access to the same data. Users only see what information you give them access to within your QuickBooks account.
Get VIP Member Service	QuickBooks Priority Circle connects you with a dedicated account team, in-depth training and 24/7 premium technical support.
Sign in Anywhere, Anytime	QuickBooks Online is in the cloud, so no need to download anything. Sign in from your web browser or get a Mac/Windows app to run the software even faster.
Keep Financial Data Secure	QuickBooks uses advanced, industry-recognized security safeguards to keep all of your financial data private and protected. QuickBooks Online is a VeriSign Secured™ product.