

Communication Guide

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

Overview

QuickBooks offers comprehensive solutions for the restaurant industry. Due to the pandemic, the restaurant industry was hit harder than most, facing temporary or permanent shutdowns, revenue losses, labor shortages, reduced hours of operation, etc. Restaurants have had to pivot to adopt contactless payment strategies, online ordering, delivery, and kitchen automation.

Customer Profile

- Restaurant General Managers/Owners, Executives
- Struggle with automation/digitalization, scaling and process efficiency
- Have gotten by with manual workflows in the past, but no longer sustainable
- Exploring the option of using expensive, multi-functional systems (ERP), but will only use a fraction of the features
- Need education that QuickBooks provides comprehensive, customizable mid-market solutions at lower cost

Needs

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

- Fast, streamlined payroll (*QuickBooks payroll*)
- Integrations with your Point of Sale (*Integration partners that push the data back into QuickBooks*)
- No Double Entry Accounting (*API integration partner that connects to the Point of Sale and the largest distributors in the food industry*)
- Understand Cost Per Plate with Partner integrations
- Recipe Management (*Integration partner for inventory management pushes all the data back down into QuickBooks*)
- Easier payment processing (*QuickBooks Payments*)
- Access to business funding when needed (*QuickBooks Capital*)
- Manage labor costs with employee time-tracking and advanced scheduling (*QuickBooks Time*)

Industry Unique Challenges/QuickBooks Solutions Differentiators

Restaurant Companies have unique challenges including:

- **Customized Chart of Accounts.** *QuickBooks offers **customized, unlimited chart of accounts** to track, itemize and categorize food and labor costs so restaurants can import data to run the reports they need.*
- **Managing Labor and Food Costs/Tight Margins**
***One true source of aggregated data** and profitability analytics via a partner--providing a holistic picture of a restaurant(s) performance in one dashboard, so owners/managers can gain insights into KPIs for individual restaurants, entire portfolios, or separate brands. Restaurants can easily understand how changes to the menu or operations can impact their bottom line.*
Bonus Structure. *General Managers of a restaurant earn their bonuses based on food and labor costs, so real time data is extremely important to the general manager of a restaurant.*
Time Tracking/scheduling add-on with custom fields, so employees can keep track of time for via kiosk time clocks or mobile app. Overtime alerts, trend reporting, and advanced scheduling capabilities.
- **Labor-Intensive Data Entry.** *QuickBooks automates data entry, eliminating need to manually count inventory and enter it into CRM.*
- **Integration with Food Distributors.** *QuickBooks accounting software integrates with the top 4 food industry distributors for inventory management.*
- **Accounting Periods.** *QuickBooks accounting solutions recognize the recommended 13, four-week cycles or 4/4/5-week cycles.*
- **Budgeting/Forecasting/Tax Compliance**
*Enables easy **budgeting, forecasting and On Book Reporting.** Ability to create **workflows with user-specific access.***

Communication Guide *(continued)*

Questions to Engage Restaurant Customers

1. How many restaurants do you have?
2. What Point-of-Sale system are you using?
Integrate with your Point-of-Sale software to eliminate double entry
3. Does your current system allow you to integrate with key apps for the restaurant industry?
Connect seamlessly with the current apps you already use to keep your business running smoothly.
4. How are you creating purchase orders or your invoices?
Send invoices with a Pay Now button, and accept credit cards, debit cards, and ACH bank transfer payments on the go, on any device.
5. What payroll system are you using?
Pay your employees with integrated payroll, taxes, health benefits, workers comp and more with both desktop and online payroll solutions as well as auto-payroll and same-day direct deposit.
6. When you get your inventory automatically reconciled, does your current cost include paper costs? Or do you subtract the disposables from that line item? Is that a manual process?
7. What are the key restaurant metrics that you plan on tracking? What tool do you use now to track your metrics? How does it integrate with your accounting system?
8. Do your General Managers (GMs) earn their bonuses based off performance tied to Cost of Goods (COGs) and Labor Costs?
9. Do you have one true source of data?
10. Would you be interested to hear how QuickBooks can save you both time and money?
Save about 5% on payroll, reduce payroll processing hours by about 3% and increase billables by 11% with our time tracking solution¹³

QuickBooks Talking Points

- QuickBooks has a solution to **run every part of restaurant 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 Salesforce Connector, Hubspot, Bill.com, Docusign, Leanlaw

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.
Automate Bill and Invoice Approvals	Automate your accounting system by using customized workflow templates to streamline repetitive billing and invoicing tasks. <i>*Only available in QuickBooks Online Advanced.</i>
Run Reports Specific to Hotels	See a comprehensive picture of your entire hotel business financials presented the way you want.
Restaurant Insights	View built-in bookkeeping reports that compare performance between periods. Quickly access a P&L report that shows how much of each sales dollar is spent on each expense category, so you can quickly make smart decisions for your restaurant(s).
Manage Labor Costs	QuickBooks Time lets employees easily log their hours for approval and run reports to see trends like weekly and monthly pay differences or payroll costs by maintenance, housekeeping, front desk, sales, and management. Make any necessary adjustments quickly. See how many hours you are paying in OT and get real-time alerts for overtime pay.
Track Data for Multiple Locations	QuickBooks Online Advanced can track all your hotel locations in one system. Track income and expenses for all your profit centers by setting up different revenue sources as their own separate class. Access the Profit & Loss by Class Report to see income and expenses for each location separately or choose to view the big picture across all your locations.
Allow Accountants Instant Access to Your QuickBooks Data	With QuickBooks Online Advanced , your accountant 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.
Access to Comprehensive Reporting	Pulls data from your QuickBooks account and visually lays it out in an easy-to-understand, interactive report to help pinpoint how to grow your business. Gain insights into profitability, cash flow, and other unique KPIs that matter to the hotel business.
Customizable User Permissions	Users only see what information you give them access to within your QuickBooks account, since not everyone needs access to the same data.
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.