

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

of cloud solutions, it's all about spotlighting the many benefits in

Nov. 25, 2014



When you find something you know will work for your practice and your clients –

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

as a service provider. You provide quality service – and technology is a bridge to get you there. Don't focus on any particular product, instead, focus on what you do.

Emphasize the monetary savings

Some businesses believe they have made the right technology decision by working with hosted products. Hosted products are more expensive than a true cloud solution. To help clients understand this, let the numbers do the talking. Show the clients that are hosting over time how much they have laid out to buy the software licenses. Add to that the maintenance and upgrades that come along with desktop software.

Show the benefits of a deeper relationship

Ask your clients how much time they are spending – if you don't already know – on maintaining their monthly books. By going with a cloud offering, they can automatically reconcile their books and remain connected with you throughout the year. Most CPAs are used to dealing with clients on a quarterly or even annual basis for tax purposes. But what if you were able to maintain those connections throughout the year and provide ongoing advice in real time? Clients love the partnership.

Add value

It's simple: Cloud accounting solutions allow you to offer better service to your clients. With the savings and efficiencies you gain, you free up time that can be used to add more value to your clients. And by adding more value, your clients are happier.

Jamie Sutherland is the president of U.S. operations for [Xero](#), a developer of cloud-based

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved