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## Awards Program

### Consulting is New Focus of Popular Program

Apr. 08, 2011

PLEASANTON, CA, April 8, 2011 — Software and solution developers offering products that integrate with, or work alongside of, QuickBooks and other financial accounting software may now apply for The Sleeter Group's Awesome Add-On Consulting & Awards Program. In its seventh year, the Awesome Program is enhanced this year to focus on developer consulting, with the goals of helping developers enhance their products' interoperability with accounting software and increase overall satisfaction of the category by the small- to medium-sized business (SMB) market.

Through the Program, developers engage The Sleeter Group's "Expert Panel," a team of technical and marketing experts who will evaluate the developer's product or service and provide detailed feedback about the product. The panel will focus particular attention on how the offering integrates with other parts of the accounting and business process systems, and help to educate the developer's technical and marketing staff about the "best practices" for integration with QuickBooks and other software solutions.

Several participants in the Program will go on to earn recognition with an Awesome Add-On Award at The Sleeter Group's Accounting Solutions Conference in Las Vegas on November 7, 2011 where hundreds of accounting software professionals gather to learn about new solutions and innovative ways to build their practices and serve their clients.

Doug Sleeter, President and Founder of The Sleeter Group, says, “We are

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Prior winners of the Awesome Awards may be found at [www.sleeter.com/awesomeaddons](http://www.sleeter.com/awesomeaddons).

### **About The Sleeter Group**

The Sleeter Group ([www.sleeter.com](http://www.sleeter.com))

is the highest quality provider of technical reference materials, software expertise, and QuickBooks training materials for accounting solutions consultants. The company has developed a broad range of “best practices” for proper implementation of small- to medium-sized business accounting software systems, and has become a trusted advisor for the accounting software consulting community.

The Sleeter Group Consultants Network is a community of experts who provide consulting services to small- to medium-sized business owners in the accounting software and business process design areas. In addition to the Consultants Network, resources from The Sleeter Group include reference books, Webinars for all levels, live seminars, an annual Accounting Solutions Conference, a QuickBooks consultant certification program, practice management tools, QuickBooks teaching systems, and a free online newsletter.

Technology

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