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Jun. 25, 2018

[Bill.com](#), a payments network for U.S. businesses, has relaunched its popular accountant resource center with an expanded library of content to help accounting firms further their practices. With the purpose of enabling firm partners to build successful businesses with [Bill.com](#), the resource center provides actionable training, templates, and advice in key areas including internal and external product training, sales and marketing, and client onboarding. The company also launched two new webinar series to further [Bill.com](#) education for clients of accounting firms.

As accounting firms look to grow their firms and expand their client accounting services (CAS) practices, they are finding automated payment solutions like [Bill.com](#) an ideal entry point for clients to easily outsource more of their accounting needs. Increasing usage of [Bill.com](#) among their existing clients, however, often requires help.

“As part of the [Bill.com](#) commitment to our accounting firm partners’ success, we continually seek new ways to help them grow more profitable practices through automation and efficiency,” said Jane Willis, [Bill.com](#) vice president of accountant marketing. “The accountant resource center was expanded to simplify onboarding and training of new clients. It provides turnkey sales and marketing tools for small firms with limited resources, as well as content that can easily be integrated into the marketing programs of larger firms.”

New resources include templates for email campaigns, presentations, blog posts, sales brochures, videos and much more, with most materials available co-branded or white-labeled and customizable to each firm’s unique needs. Partnering with its

accounting client advisory council, [Bill.com](#) identified and created materials for six

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5 Training New Clients

6 Additional Resources

Furthering its commitment to educate accounting firm clients and support accounting firms, [Bill.com](#) has also launched two new webinar series to help educate, sell, and onboard clients. The [first webinar series](#), held on Wednesdays at 10 am PT, provides an orientation and Q&A. The [second webinar series](#), scheduled for Thursdays at 10 am PT, focuses on how clients can leverage [Bill.com](#) features such as automating payables and using the [Bill.com](#) mobile app. All accounting firm clients are invited to these complimentary webinars.

The accountant resource center is available to [Bill.com](#) accounting firm clients for immediate use and accessible directly from the [Bill.com](#) console under the “Resources” tab. New firms interested in learning more about [Bill.com](#), its partner program and the resources it provides for business expansion are invited to register for a free trial at [www.Bill.com/for-accountants](#).

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