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

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

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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.

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

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