Practice Development News

Attract and Retain Clients with Better Marketing and Better Management

January 2009

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e-Accounting Solutions
Taking Your Practice Online
For Financial Professionals

How To Customize, Consolidate, and Auto-Sign Checks with QuickBooks

QuickBooks financial software is a very efficient solution for business accounting. Many accounting professionals utilize QuickBooks to provide a variety of accounting and bookkeeping services for their client businesses. However, when it comes to check printing, QuickBooks doesn't address the problem of managing inventories of check stock for each client or account. When the number of payments increase, executives of growing companies also start feeling the time consuming burden of hand signing a growing stack of accounts payable or payroll checks.

In response to requests from accounting professionals and their business clients, TypeHaus has introduced the CheckJet line of check printing solutions for QuickBooks. The basic CheckJet provides automatic check signing capability for use with existing pre-

The Importance of Customer and Client Relationship Management

What is CRM? (Customer/Client Relationship Management) Businesses need to have client information readily available that is complete and up-to-date. This information must include details on pending and past business transactions, sales inquiries, communications, as well as any client problems and how they were resolved. Firms used to consider this type of centralized and comprehensive information source a desirable option. Now it is considered a business necessity. As the speed of business increases, the amount of information grows and businesses are forced to do more and more with even fewer resources Client Relationship Management software has become a critical component for success.

Benefits of CRM
"A CRM system is only as valuable as the information it contains, and the ease with which the information can be accessed when needed." That being the case, a good CRM must first and foremost be well designed and easily navigated. Your CRM system becomes the source of knowledge that tells you what have been your most valuable business sources, and where you should focus your marketing efforts. Whenever you pick up the phone your CRM system becomes your information hub, where you go to immediately know who it is on the line, how you know them, what they were promised, what was delivered and whether it's all been paid for. With a good CRM, businesses can expect to increase sales, reduce costs and improve cash flow. Once you have centralized all of your client information, sales opportunities, documents and communications history the CRM provides business continuity and makes information a truly valuable business asset.

CRM Integration
No one needs a case study to tell them that it's time-consuming and even frustrating to search for a particular email or document. Add to that the problem when it's on someone else's PC or might have been archived or deleted. When the CRM system integrates with Outlook and also has a Document Management capability you have an almost

printed check stock. The CheckJet Complete can automatically print the check form for the appropriate bank account, including MICR line, at the same time QuickBooks prints the checks.

Placing security at the forefront, the CheckJet maintains all sensitive information, such as account numbers and signatures, in a fully encrypted memory card that can be removed for safe storage. Busy executives will find the auto-sign feature a significant time saver, and CheckJet even solves the problem of executives being out of town when it comes time to issue checks. A remote authorization feature allows traveling executives to remotely authorize the CheckJet before it will print signatures.

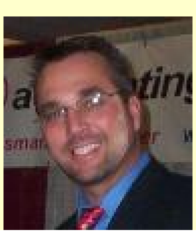
by Keith Burgoyne, Technical Marketing Director for TypeHaus, Inc. TypeHaus has been providing solutions for critical document printing since 1992, and is a HP Solutions Business Partner.

Contact TypeHaus today to discuss your options

View Past Issues of the Practice Development News

View issues of the Practice Development News dating all the way back to 2002. As you can tell, we've been at this for a while.

View past issues



complete contact record, with all of your client-related emails, documents and notes in one place. The time savings and improvement in client service are significant once you eliminate the need to look in different places for all the client-related information.

Staff Accountants and Bookkeepers report that too much of their time is spent preparing QuickBooks reports for Sales and Management personnel. And Sales and Management complain that the account information they have is rarely up-to-date enough because they have to wait for Accounting to provide periodic reports. A CRM system that properly integrates with QuickBooks will give everyone in the organization visibility to the data they need, without giving them access to the books.

When a CRM Solution is designed to be fully integrated with both Outlook and QuickBooks, the CRM system becomes all-encompassing to the data that matters from communications, to operations to finance. CRM empowers firms to respond to client requests and sales opportunities with great speed and efficiency, regardless of whether they are a small business or the largest, most well-staffed corporation.

Conclusion

CRM can provide firms with competitive advantages and improved customer/client satisfaction - two things that are particularly important in an uncertain economy. As you finalize your business plans for 2009, consider the benefits to your firm and to your clients' firms in implementing an integrated CRM solution, and the impact that this would have on the business.

About the author:
Naseem Saab, President and Founder of Results Software, is passionate about helping businesses succeed! With more than 22 years of experience, Naseem is a recognized pioneer in the CRM industry and office automation technologies. Recognizing the consistent need of businesses to maximize the efficiency of limited resources, Naseem developed and launched Results® in 1986. Leveraging the Results model, Naseem helps clients streamline their operations, increase efficiency and improve customer relationships.

Call me if you have questions. My name's Jim.

Jim Torpey has been with InsynQ for most of our 12 years, and has a clear understanding of how our services can work for a variety of businesses. Speaking with literally thousands of accounting professionals, bookkeepers, business owners, and professional consultants over the years has definitely helped Jim grasp the values and the benefits that the ASP service delivers to his clients.

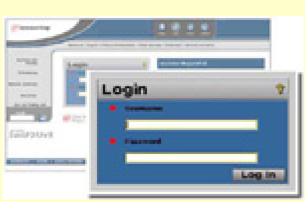
When you have questions about how the service works, what the service costs, or even what the service IS, just call Jim. He'll help you understand how InsynQ can help your business work smarter, not harder. Besides, he's a nice guy.

Call Jim at 866-206-1781 extension 2015

Tools to Help You Communicate with Clients and Peers

e-Accounting has developed a series of useful and informational fact sheets to help you educate clients and peers about the benefits of working in a managed IT environment. From online accounting solutions to Virtual Desktops, we have documents that you can use when discussing the different technologies.

Get the facts



A Creative Marketing Twist Gets Top Clients Referring Their Friends

Let's face it-marketing your practice successfully is anything but easy. Status-quo newsletters and traditional direct-mail campaigns function as a one-way street. They've always been there and probably always will be, due to lack of creative, proven alternatives. Until Now.

Send Clients A Gift vs. "Correspondence". We've found a quarterly lifestyle magazine called Designing WEALTH that was created with your marketing needs in mind. This twenty-page publication features you on the cover and inside, providing a cover introduction that leads to your quarterly client update letter. The publisher (BKH MEDIA, LLC) provides fresh, original lifestyle content each quarter. The editorial focuses on the positive and inspirational side of life and provides something for every reader. Departments include: food & wine, golf, travel, book reviews, technology, art, inspirational stories, Sudoku puzzles, fun-facts and more. The quality is amazing. The paper is thick stock and the cover is UV coated for protection and high gloss.

Considering the endless supply of negativity from the media bombarding all of us on a daily basis, this is a truly refreshing product to receive. There are no long-term contracts or commitments required, leaving room for you to try an issue, measure the results, and then decide if it's right for you. Your clients will receive Designing WEALTH magazine as a gift vs. receiving it as correspondence. And that little difference improves client retention, increases shelf life, promotes your practice, and opens doors by generating referrals.

The front cover, inside front cover, and back cover are yours to customize. Referral reply cards are also included. The graphics team handles all of your customization. All you have to do is submit a photo(s)/company logo and client update letter. Client mailing service is offered as an option each quarter. Flip through an online sample here. For such high quality, pricing is very competitive with packages starting at just $360 per quarter.

A Creative Twist: Each quarter, feature one of your top clients in your magazine. Introduce them to the rest of your client base. Have them provide a short testimonial or experience you've shared over the years. Highlight special events or charities they are committed to. Reaching out to clients with a product of this quality, not only gets them to

How Does It Work?

As part of our sponsorship of the 2008 Accounting Software Consultants Conference, CPAASP e-Accounting presented a webinar where we discussed our solution and demonstrated how it works.

View the recorded webinar, and see for yourself exactly how e-Accounting hosted applications work, and how you can apply them to your business.

View the presentation here

Environmentally Responsible Computing

Green is Good

Learn About QuickBooks Hosting

InsynQ has been delivering hosted QuickBooks services for over 12 years. There's no magic about it, but there are lots of moving parts.

If you've ever wondered about how application hosting works, what is involved, and where the costs compare, you should read our paper about QuickBooks Hosting. For accounting professionals and business owners who want to get more from their financial software and systems, this is valuable information that will help you learn how to work closer with clients and team members, and improve efficiency without busting the IT budget.

Link here to get the WhitePaper

read your quarterly update letter, but also ensures that they won't throw it away! Just ask the clients that you choose to be featured in Designing WEALTH if they would like you to send their magazine to any friends or relatives (and watch your prospect mailing list grow). Flip through a client-featured sample

Click here to request a free sample by mail.

The "Three I's" of Compliance

CERTIFIED HIPAA SECURITY SPECIALIST™ HIPAA ACADEMY

There's no avoiding it; there's a new sheriff in town. With the coming change of administration, and a congress far more open to the idea of regulation, spurred by the recent problems in the lending sector, there is little doubt that we will be seeing a spate of new regulations and regulatory bodies, as well as an increase in the enforcement of existing regulations, such as Sarbanes-Oxley, HIPAA, and GBLA.

The last few years have been full enough of regulatory landmines for the unsuspecting IT department. At the same time though, enforcement has been lax. For example, under HIPAA, which has a complaint-driven enforcement process, there have been over 32,000 complaints over the last five years, but fewer than a dozen prosecutions. In fact, according to Inspector General of HHS, the Center for Medicare and Medicaid, an enforcement entity, "had not implemented proactive compliance reviews and therefore had no effective way to determine whether covered entities were complying with HIPAA Security Rule provisions."

Look for this to change, perhaps dramatically. HHS has already started an audit program, and several statements by various heads of congressional committees have indicated that for regulatory slackers, the party is over.

So what does this mean for those poor souls charged with maintaining regulatory compliance in organizations which, up until now haven't really felt all that much pressure? For many it means changing the view they have had about compliance. Careful planning and fresh approaches will be the key to coping with new regulation as well as old regulations newly enforced.

Invisibility, Integration, and Integrity. These need to become our new watchwords as we move forward into the unknown territory of compliance. Most important is invisibility. No matter what systems, programs rules or processes we come up with, if they are not designed to impact the end user as little as possible, then they will be bypassed. History has shown us that as little as one extra step in a work sequence will cause end-users to find ways to bypass or ignore them, unless the user perceives the added step as needed to perform their primary work function. Nowhere is this more evident than in healthcare, where regulatory steps, especially HIPAA related, are seen by many as timewasters and barriers to providing care to patients. If the end user experience is not included in compliance planning, then whatever solutions chosen will inevitably fail.

Compliance solutions need to integrate with existing systems, including technical, organizational, and workflow systems. A tacked on compliance solution will be resource wasting, time wasting, and ultimately ignored. Email solutions, for example, should use existing systems for both secure and non-secure communications, instead of creating a new and separate system just to handle secure communication. Relying on end-users to judge which of two parallel systems to use leads to frustration at best. Systems should be chosen to maximize ease of integration with what already is in use.

Usually when IT security people talk about integrity, they are talking about keeping your data consistent, but in this case I am using it in the ethical sense. You cannot expect your end users to comply if you aren't. You can pretty much expect that any shortcut or bypass you use will be found and exploited by your users, too. Set that example, talk to your users and make certain that what you do is what they should be doing, too.

Three I's: invisibility, integration, and integrity. Keep these in mind as you plan, implement and administer your compliance solutions and you will find the entire journey to compliance land much, much smoother.

Michael Ehart
CISSP, MCSA, Certified HIPAA Security Specialist, CHA, CHP, A+, Net+, Security+
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