DRIVING EFFICIENCY IN YOUR CAAS PRACTICE

Productizing Your Offering

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BY ANDERS

PRESENTER

Adam Hale, CPA
Partner and Operations Lead,
Summit Virtual CFO by Anders

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2002

Started as a Traditional CPA Firm

2004

Offered CFO and back-office Accounting Services

2013

Fully Distributed Firm

2022

Summit CPA has Joined Anders CPAs + Advisors

Present

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Now, Virtual CFO Team at Anders CPAs + Advisors x Hybrid Work

STANDARDIZATION = EFFICIENCY

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AGENDA

- Team Structure- Accounting vs. Advisory

- Sales & Pricing Standardization

- Standardizing Onboarding

- Standardizing Accounting Processes

- Productizing Advisory

- Standardizing Your Tech Stack

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TEAM STRUCTURE

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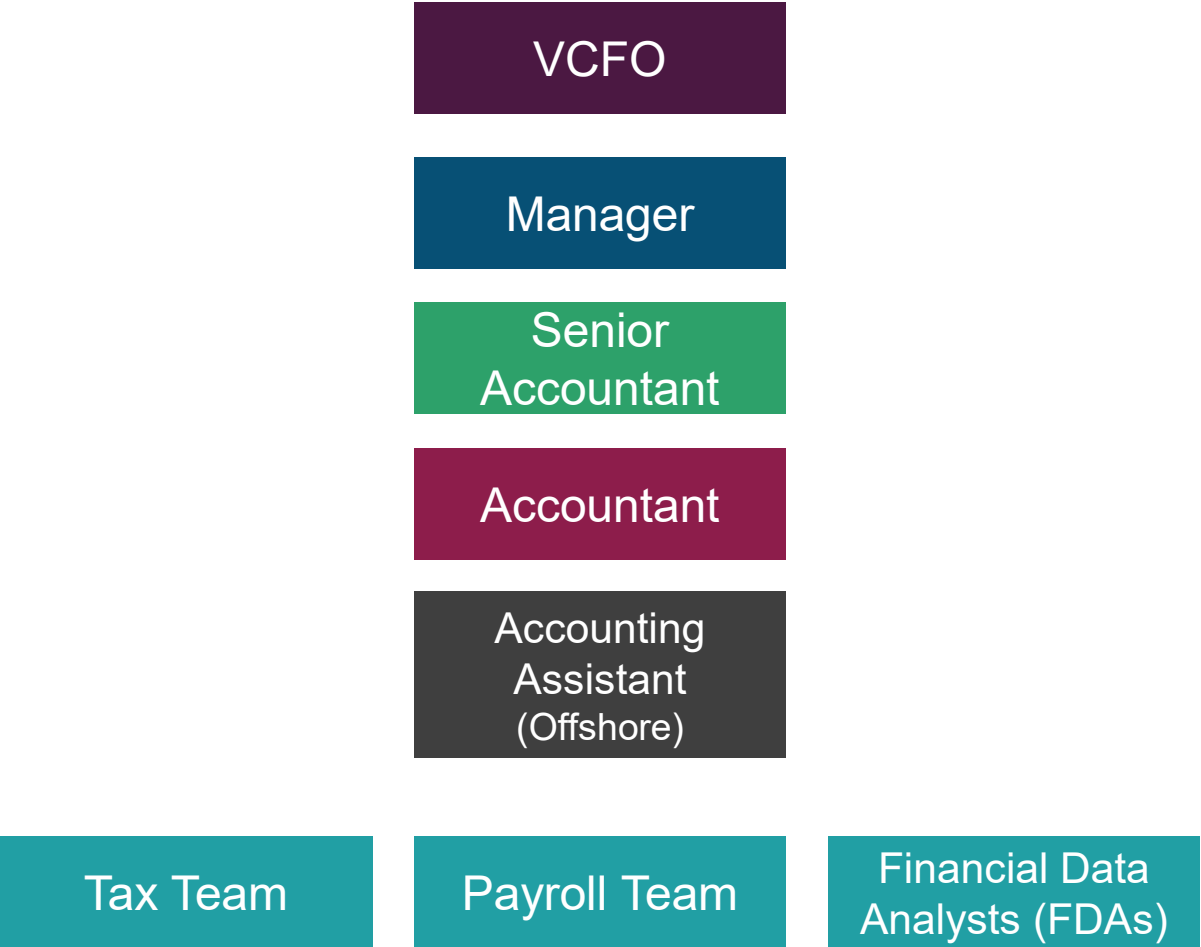
ACCOUNTING VS. ADVISORY

Accounting

- Clients buy a service
- Task focused
- Skilled Accountants
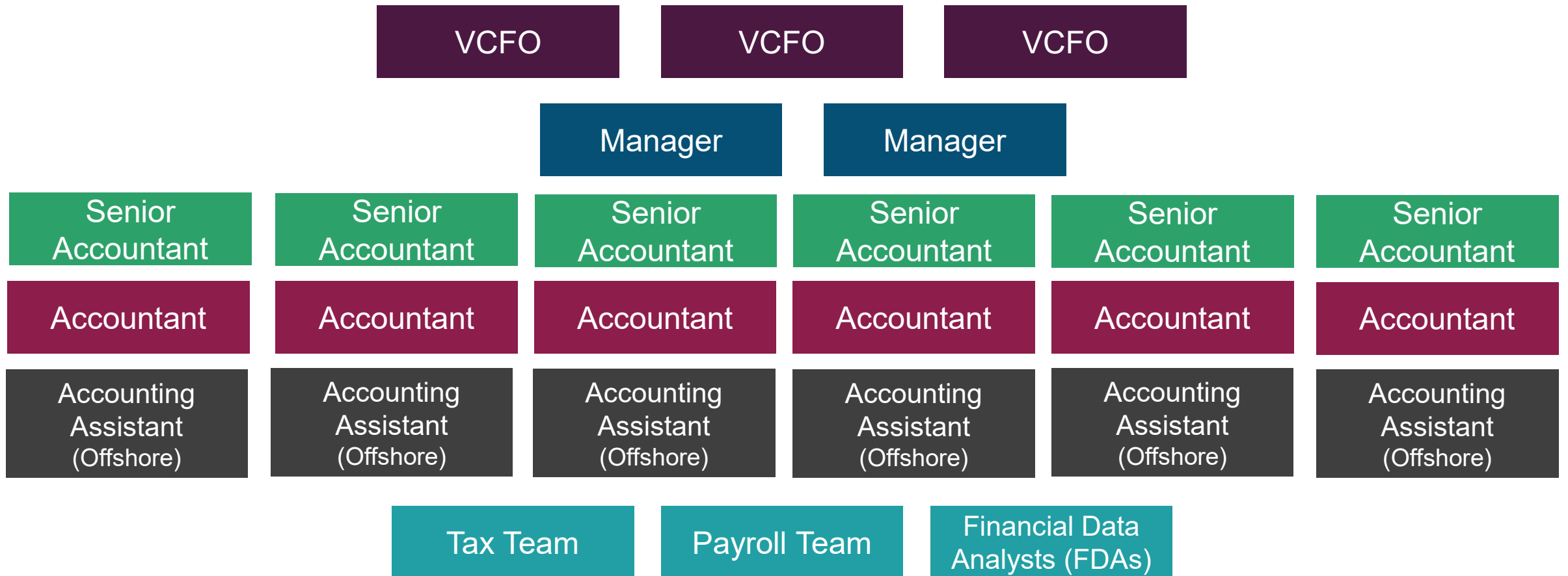- Highly Leveraged
- Answer Questions

Advisory

- Clients buy access
- Conversation focused
- Skilled Story Tellers
- Limited Leverage
- Ask Questions

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DELIVERY TEAM

VCFO

Manager

Senior Accountant

Accountant

Accounting Assistant (Offshore)

Tax Team

Payroll Team

Financial Data Analysts (FDAs)

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POD STRUCTURE

VCFO	VCFO	VCFO

	Manager	Manager	

Senior Accountant	Senior Accountant	Senior Accountant	Senior Accountant	Senior Accountant	Senior Accountant
Accountant	Accountant	Accountant	Accountant	Accountant	Accountant
Accounting Assistant (Offshore)	Accounting Assistant (Offshore)	Accounting Assistant (Offshore)	Accounting Assistant (Offshore)	Accounting Assistant (Offshore)	Accounting Assistant (Offshore)

Tax Team	Payroll Team	Financial Data Analysts (FDAs)

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SALES & PRICING

SALES, PRICING, AND BILLING
The six step sales and conversion process

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1 Lead capture

2 One-hour consultation

3 Client selects a service package

4 Send an Engagement Letter and SOW

5 Engagement is accepted

6 Engagement begins

Subscription-based billing transforms clients into members

Tools:

HubSpot   CPACHARGE   PandaDoc
Calendly   zoom   OneNote

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ONBOARDING

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ONBOARDING NEW CLIENTS
Why Onboarding is Important
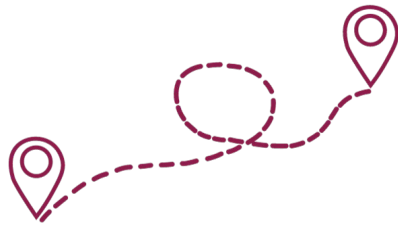
| Clear path to follow | Manage expectations | Highlight your firm's value | Create a scalable process |
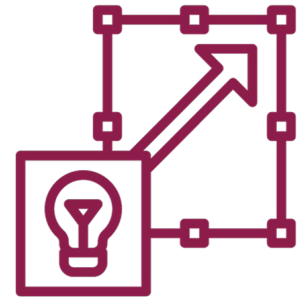
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HOSTING A SUCCESSFUL KICK-OFF MEETING

Establish feedback loops

Discuss best practices

Establish communication methods

Explain onboarding process

Introduction & Involvement

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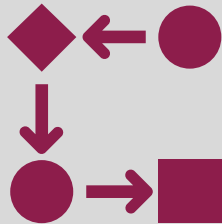
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ACCOUNTING PROCESSES

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ACCOUNTING PROCESSES
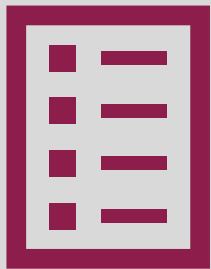
Best Practice Templates

Visualize Custom Workflows & "Swim Lanes"

Create a Task Center Dashboard

Create Depository of Client Requests & Nuances

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PRODUCTIZING ADVISORY

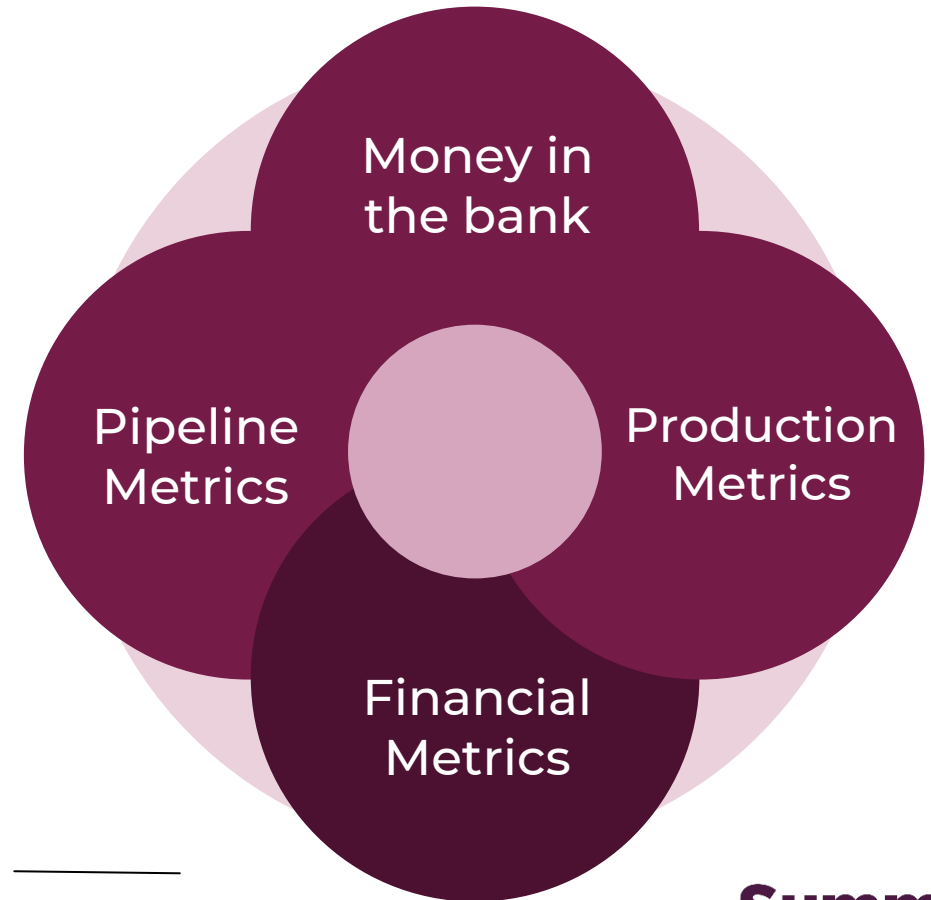Summit
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FINANCIAL PERFORMANCE
Advising vs. Reporting

> **Use the financial statements to look forward, not backward.**

▶ A consultation offers dynamic and actionable plan

▶ A report delivers static, unresponsive information.

Tools:

REACHREPORTING

Money in the bank

Pipeline Metrics

Production Metrics

Financial Metrics

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WEEKLY MEETING CADENCE

Leadership Team Meetings

01 — Month-end Close & Revenue Recognition

02 — Biz Dev & Pipeline

03 — Forecasting & Modeling

04 — Financial Performance

05 — Ad Hoc Projects

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Tips for Great Meetings!

- Clarify Purpose with a Title
- Outline a Loose Agenda
- Set Recurring Day/Time
- Record the Meeting
- Limit homework – Working Meeting
- Be Prepared
- 50-minute meetings

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STANDARDIZE YOUR TECH STACK

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THANK YOU!

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