



Building your small business operations with QuickBooks

Mariette Martinez, EA



About today's speaker



Mariette F. Martinez, EA
Small Business Advisor

Small Business Advisor at MarietteMartinez.com

Public Educator at MasterYourBooks.com

Co-founder, Bilingual Business & Financial Education Platform, TusTresMaestras.com

Intuit Trainer/Writer for QuickBooks, QBSE, QBOA ProConnectTax & Intuit Blog Contributor

Content Creator for Small Business Owners, Self-Employed and Accounting/Tax Pros



#QBConnect

@MMartinezEA



A photograph of two young women with long blonde hair, one in profile and one from behind, talking outdoors at night. The background is dark with some green foliage and a soft light source. The text is overlaid on the right side of the image.

Take a minute
to connect with
your neighbor

#QBConnect | WiFi: QBConnect



Agenda

A small business operations story

What is a small business Technology Stack

QuickBooks as the CORE

Building out your QuickBooks Tech Stack

When you need more than QuickBooks



A Small Business Operations Story

Meet Maria from Maria's Designs Inc.

Her **Superpowers:**

Graphic designer & planner
extraordinaire

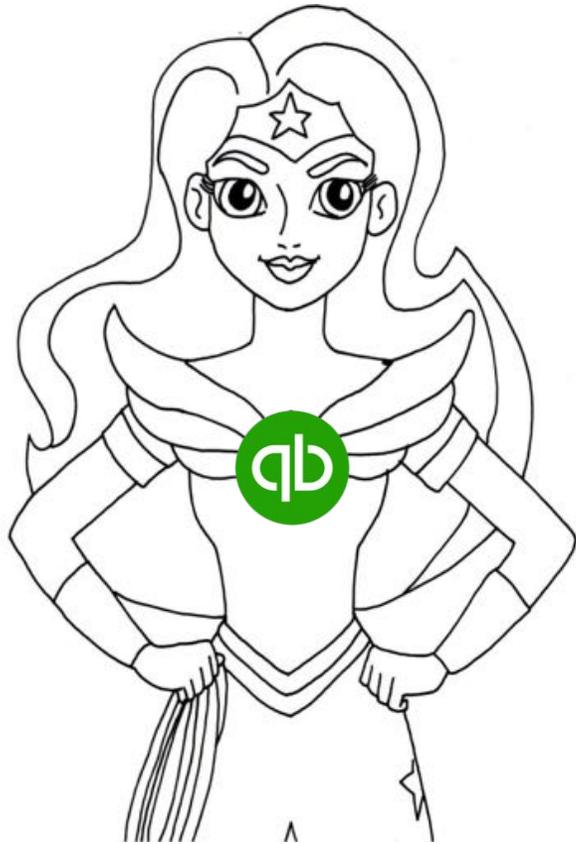


She's been doing some research on-line around **how to operate her growing small business** and now she is feeling...



Have No Fear!

Your QuickBooks Pro & Small Business Technologist is here!



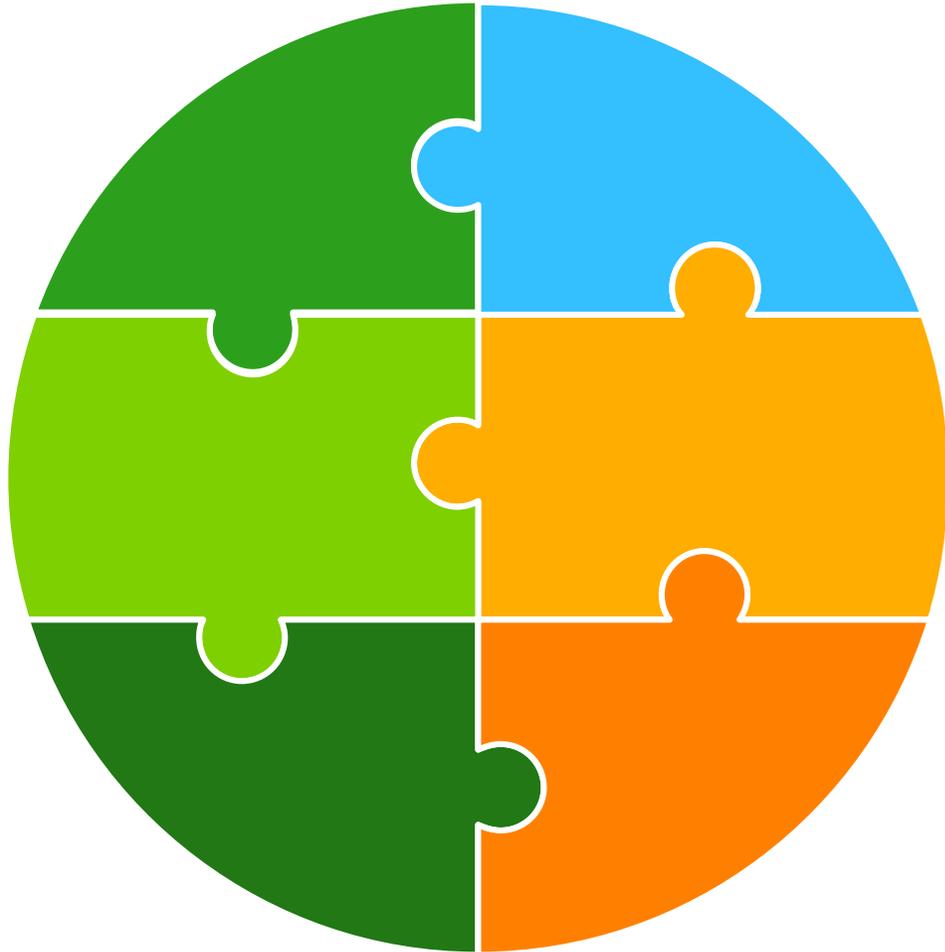


What is a Small Business Technology Stack?

A Small Business Technology Stack is

A set of software applications/ “apps” that has been designated as the business’s technology stack that can be leveraged to automate and improve operational transactions and back office tasks. This combination of “apps” should ideally optimize administrative productivity, save time and help the small business improve overall performance and profitability.

How to Build Your Small Business Technology Stack

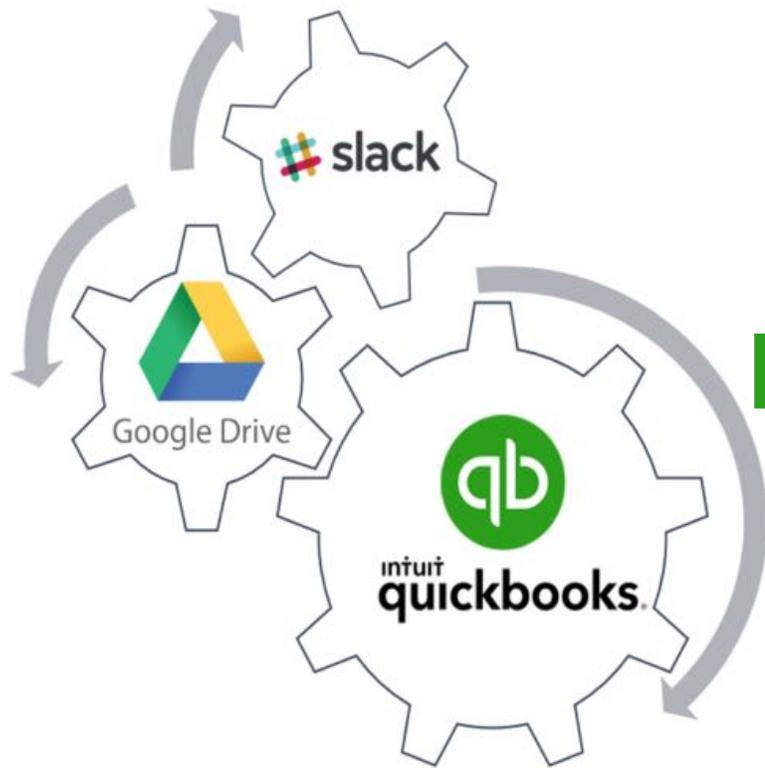


One puzzle piece at a time

- Accounting/ Income & Expense Tracking
- Customer Management/ CRM tasks
- Time Tracking/ For Invoice & Job Costing
- Secure Document Storage/Receipt Capture
- Financial Reporting/ Money Management
- Payment Solutions/ Get Paid Faster

What does a Small Business Technology Stack look like?

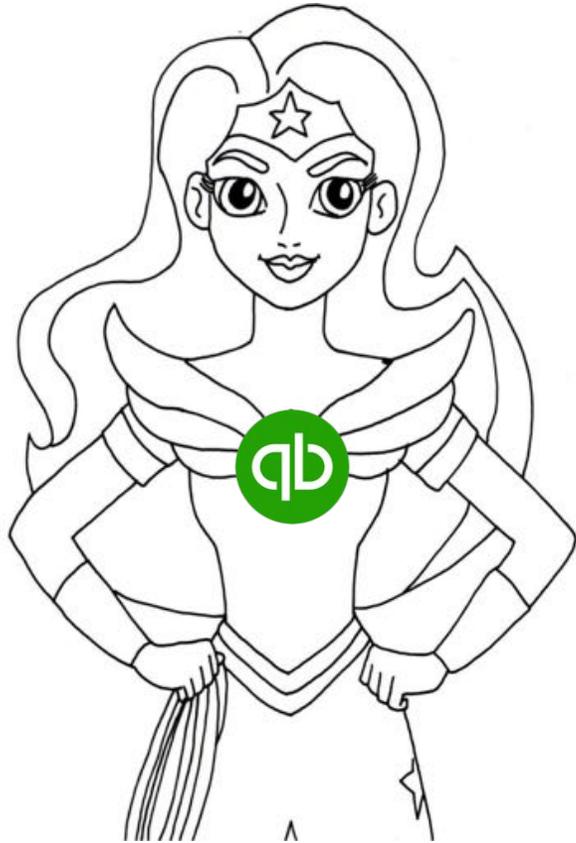
Your Stack Evolves



ACCOUNTING SOFTWARE		BUSINESS INTELLIGENCE		CRM		PAYROLL		
HR	HOSTING	ERP	WORKFLOW	BILL PAY	TIME TRACKING	INDUSTRY SOLUTIONS	DMIS	
PRACTICE MANAGEMENT	FUNDING	INVENTORY MGMT	TAX PREP SOFTWARE	FIELD SERVICE MGMT	ACCOUNTING ADD-ON	TAX TOOLS	EXPENSE MANAGEMENT	PROJECT MANAGEMENT

But Have No Fear!

Your Technology Stack Can Start with QuickBooks

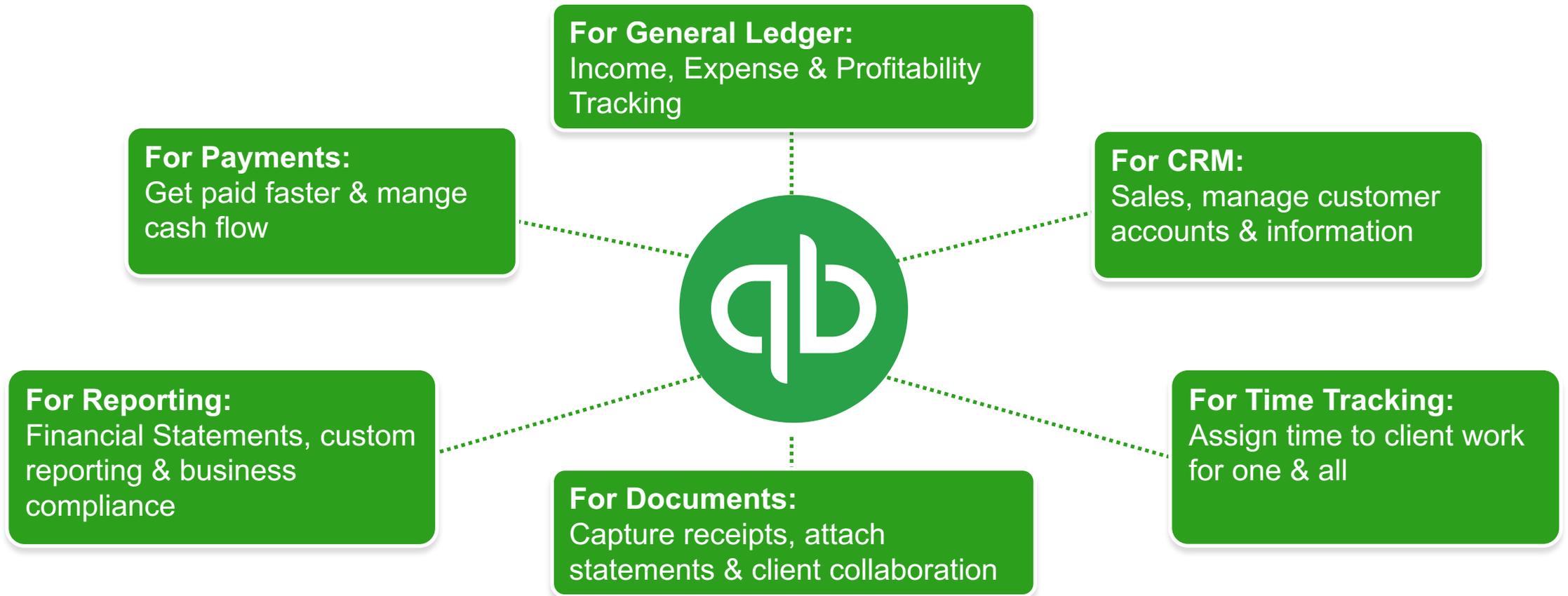


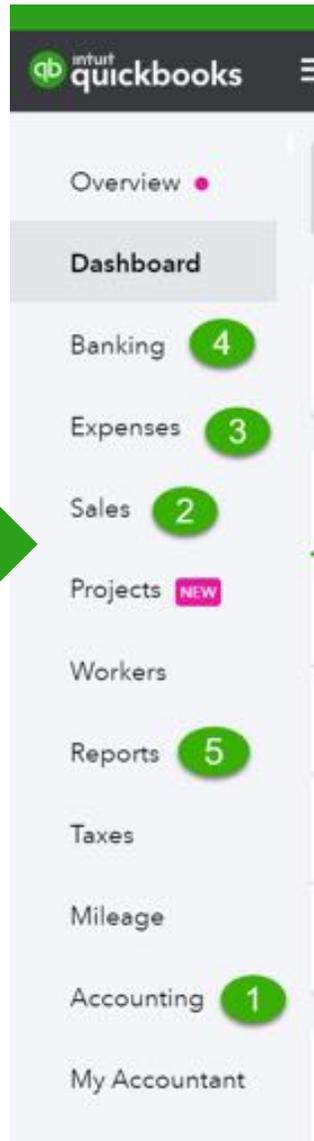
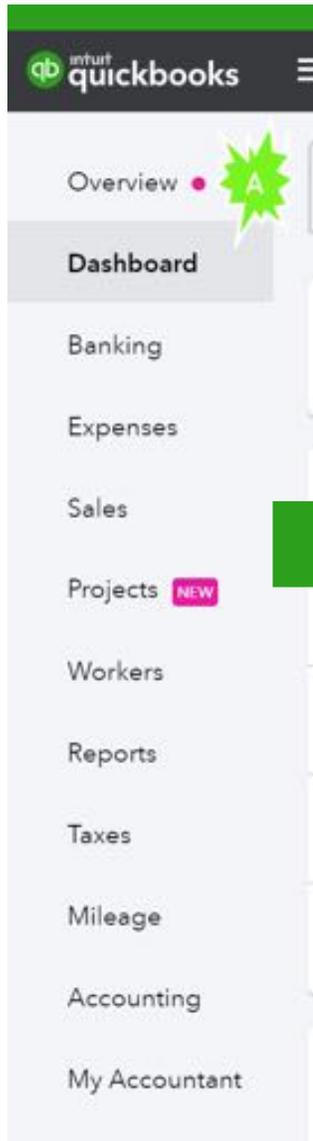


QuickBooks as the CORE

QuickBooks is the CORE of the Accounting Operations System

AND includes features that provide CORE business functionality





QuickBooks workflows that build out your Small Business Operations

Where do you do **that** in
QuickBooks?

#1 Accounting Center – Chart of Accounts

“The Heart of the GL”

The screenshot displays the Accounting Center interface. A heart icon with green squares inside is positioned at the top center. The main navigation menu on the left includes Dashboard, Banking, Sales, Expenses, Projects, Workers, Reports, Taxes, and Accounting (highlighted). The 'Chart of Accounts' section is active, showing a table with columns for NAME, TYPE, DETAIL TYPE, CURRENCY, QUICKBOOKS BALANCE, BANK BALANCE, and ACTION. A search bar is located above the table. A 'Run Report' button is visible in the top right.

Three red boxes highlight key elements: 'Chart of Accounts' in the top navigation, the search bar, and the 'Run Report' button. A red box also highlights the 'Product/Service information' section in a modal window, which includes fields for Name, Description, Category, Sales information, and Sales price/rate. A red box highlights the 'Income account' dropdown menu in the modal window.

Green arrows indicate the flow of the process: from the 'Accounting' menu item to the 'Account' dropdown menu, then to the 'Account' modal window, and finally to the 'Import accounts' button. A red arrow points from the 'Product/Service information' section to the 'Income account' dropdown menu.

The 'Account' modal window shows the following details:

- Account Type: Expenses
- *Detail Type: Insurance
- *Name: Workers Compensation
- Description: [Empty]
- Is sub-account
- Insurance: Expenses

The 'Import accounts' modal window shows the following details:

- 1 UPLOAD
- Select a CSV or Excel file to upload
- Upload an EXCEL or CSV file
- Download a sample file

The 'Product/Service information' modal window shows the following details:

- Product/Service information: Service Change type
- Name*: New item
- SKU: [Empty]
- Category: Services
- Sales information: I sell this product/service to my customers
- New Item: [Empty]
- Sales price/rate: 75
- Income account: Service
- Save and close

PRODUCT DEMO

#2 The Sales Center

Overview **All Sales** Invoices Customers Products and Services

Sales Transactions

Import Transactions New Transaction

Overview All Sales Invoices Customers Products and Services

Deposits from QuickBooks Payments Get help

Deposit expected 09/20/2019 \$194.00
1 transaction Fees: \$0.00
Batch: pending Net amount: \$194.00
Deposit ID: 1862361835

You were paid! Your money is on its way.

Deposited 09/09/2019 \$1,826.25
7 transactions Fees: \$24.69

Deposited 09/03/2019
11 transactions

PRODUCT DEMO

#3 The Expense Center

The image shows the QuickBooks Expense Center interface. The main window displays a list of vendors under the heading "Vendors". A sidebar on the left contains navigation options: Overview, Expenses, Vendors, Dashboard, Billing, Expenses (highlighted with a red box), Taxes, Projects, Workers, Reports, Taxes, Accounting, and My Account. The "Expenses" and "Vendors" tabs at the top are also highlighted with red boxes. A blue bar at the top of the vendor list shows a balance of "\$0" and a "Purchase Order" button. Below this is a "Batch actions" dropdown and a list of vendors with checkboxes. Overlaid on this are three windows: 1. "Expense" window: Shows a dropdown for "Caldwell Building Materials" and "Bank/Credit account". It has a "New Name" section with a text input field containing "Caldwell Building Materials". Below that is a "Type" dropdown set to "Vendor" and a red circle with the number "4". 2. "Vendor Information" window: A form for entering vendor details. It includes fields for Company, Title, First name, Middle name, Last name, Suffix, Email, Phone, Mobile, Fax, Other, Website, Billing rate (/hr), Terms, Opening balance, as of, Account no., and Business ID No. 3. A file explorer window: Shows a file selection process. A red arrow points from the "Attachments" section of the "Expense" window to the file explorer. The file explorer shows a file named "DESKTOP-BLKT" selected. The "Expense" window also has a "Connect your Gmail account" button and text: "After you connect, your contacts will appear in this list. You can then choose which ones to add to your vendor list."

PRODUCT DEMO

#4 The Banking Center

The image displays the QB Accountant Banking Center interface. On the left, a sidebar menu has the 'Banking' option highlighted with a red box. A 'Connect an account' dialog box is open, showing a 'Complete secure connection' for a Bank of America account. The main area shows the 'Bank and Credit Cards' overview with a balance of \$9,460.38 and a 'For Review' tab highlighted in red. Below this is a table of transactions with columns for DATE, DESCRIPTION, PAYEE, CATEGORY OR MATCH, SPENT, RECEIVED, and ACTION. A 'Batch actions' dropdown menu is open, showing options like 'Accept Selected', 'Exclude Selected', and 'Modify Selected'. A red arrow points to the 'CATEGORY OR MATCH' column in the table.

Bank and Credit Cards

Banking | Rules | Receipts

Banking

Banking

For Review | Reviewed | Excluded

Batch actions | All | All (25) | Recognized (14)

DATE	DESCRIPTION	PAYEE	CATEGORY OR MATCH	SPENT	RECEIVED	ACTION
02/04/2017	Branch Deposit		Sales of Product Income		\$30.00	Add
02/09/2017	Branch Deposit		Sales of Product Income		\$1,375.00	Add
01/31/2017	Cal TM	Cal Telephone	add Utilities	\$52.73		Add
01/31/2017	Cal TM	Cal Telephone	add Utilities	\$200.00		Add
01/25/2017	Check 105	Sub Advertising	Advertising & Marketing	\$100.00		Add
01/25/2017	Check 108	Sub Advertising	Advertising & Marketing	\$32.89		Add

Batch actions

- Accept Selected
- Exclude Selected
- Modify Selected

DATE	DESCRIPTION	PAYEE	CATEGORY OR MATCH	SPENT	RECEIVED	ACTION
08/20/2019	Payment 2064	Travis Waldron	1 record found 08/20/2019 \$103.55 Travis Waldron		\$103.55	Match
07/19/2019	Expense 15	Tania's Nursery	1 record found 07/19/2019 \$108.09 Tania's Nursery	\$108.09		Match
08/20/2019	Refund	Pye's Cakes	1 record found 08/20/2019 \$87.50 Pye's Cakes	\$87.50		Match
08/21/2019	Bill Payment 6	PG&E	1 record found 08/21/2019 \$114.09 PG&E	\$114.09		Match

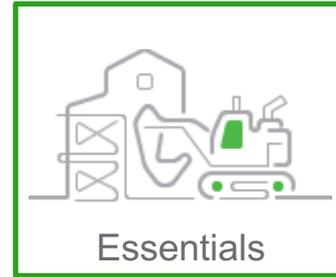
PRODUCT DEMO

#5 The Reports Center

The image shows a screenshot of the QuickBooks Reports Center interface. The left sidebar contains a navigation menu with the following items: Dashboard, Banking, Expenses, Sales, Projects, Workers, **Reports** (highlighted with a red box), Taxes, Mileage, Accounting, and My Accountant. The main content area is titled "Reports" and has three tabs: Standard, Custom reports, and Management reports. A search bar at the top right of the main area is highlighted with a red box and contains the text "Find report by name". A red arrow points from this search bar to a search overlay box. The overlay box contains a search input field with the text "accounts payable" and a list of search results: "Accounts payable aging detail" and "Accounts payable aging summary". At the bottom right of the image, there are five stacks of coins of increasing height from left to right.

PRODUCT DEMO

Meet the Entire QuickBooks Online Family



Best suited to service providers with **no A/R, A/P or Payroll.**

If you just need a **cash- accountability tool** then Self-Employed is ideal.

1 User
+ 1 Accounting Firm

***Not QBO**

Great for new **service-based businesses** just starting out.

If you need **A/R, Payroll, sales taxes** and/or simple financial reporting, Simple Start is ideal.

1 User +
2 Accounting Firms

Perfect for **service-based businesses** who **invoice for time.**

If you need **A/R, A/P, Payroll, sales taxes** and/or more financial reporting, Essentials is ideal.

3 Users
+ 2 Accounting Firms

Ideal for **product-based businesses** that **track inventory** and/or requiring **advanced reporting and profitability tracking.**

5 Users
+ 2 Accounting Firms

Great for growing businesses who need **more productivity and insights.** The subscription includes **advanced functionality, unlimited lists and premium care.**

Up to 25 Users +
3 Accounting Firms

More Small Business Features by QuickBooks subscription level

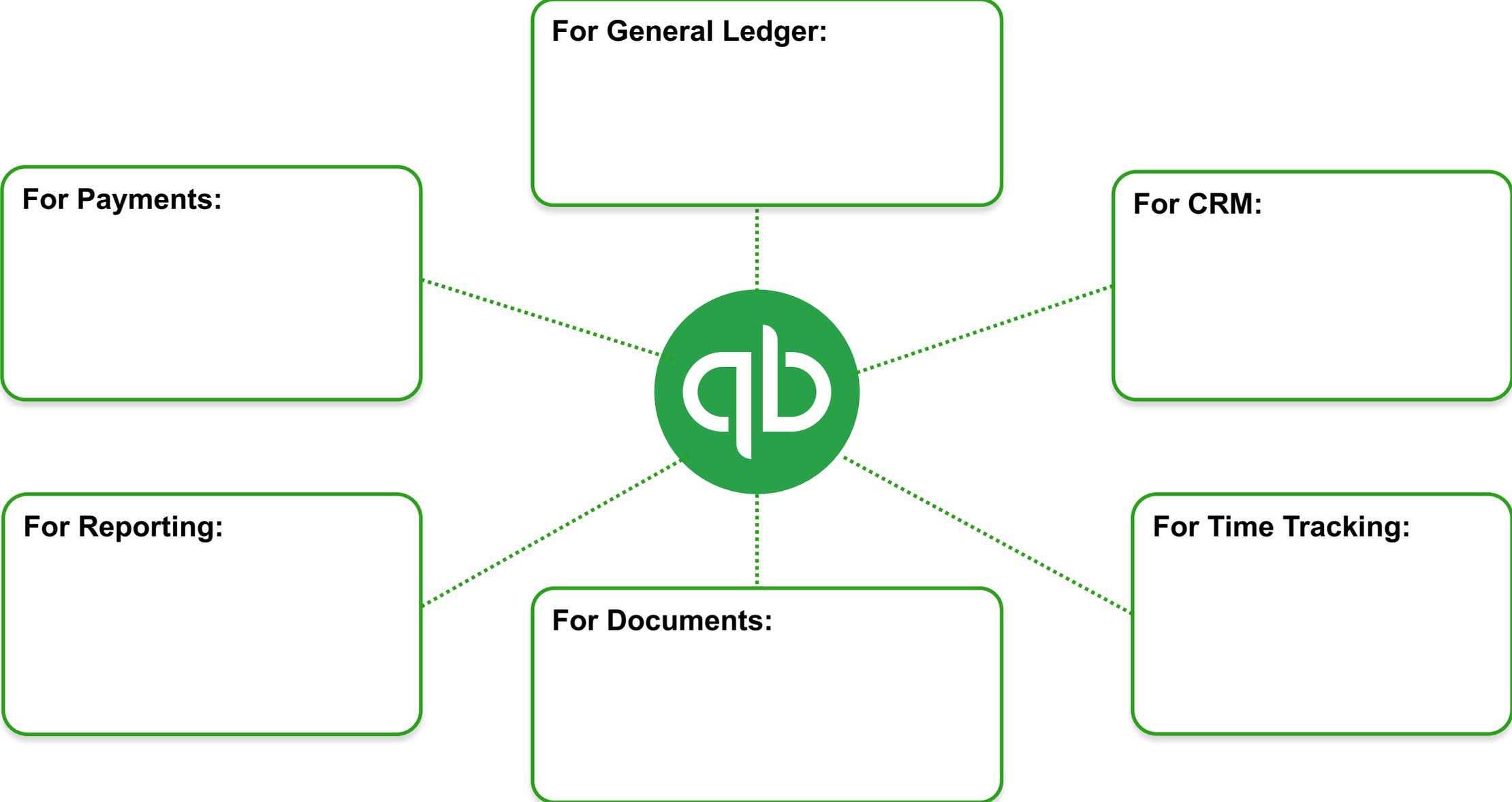
 Self-Employed	 Simple Start	 Essentials	 Plus	 Advanced
<p>Separate Business from Personal Spending</p> <p>Sync Bank Accounts</p> <p>Mileage Tracker</p> <p>Simple Invoices</p> <p>Estimated Tax Projector</p> <p>Receipt Capture</p> <p>Maximize Schedule C Deductions</p>	<p>Create estimates & invoices</p> <p>Track income & expenses</p> <p>Sync bank accounts & apps</p> <p>Works on PC, Mac & mobile</p> <p>Can add accept payments</p> <p>Mileage Tracker</p>	<p>Get all Simple Start features</p> <p>Delayed Charges</p> <p>Manage vendor bills (A/P)</p> <p>Handle foreign currencies</p> <p>Recurring transactions</p> <p>Time-tracking</p>	<p>Get all Essentials features</p> <p>Prepare budgets</p> <p>Create purchase orders</p> <p>FIFO inventory</p> <p>Location and Class tracking</p> <p>Reports Only users</p>	<p>Get all Plus features</p> <p>Pay bills</p> <p>Smart reporting powered by Fathom</p> <p>Accelerated invoicing</p> <p>Custom user permissions</p> <p>Premium care with Priority Circle</p>



Building Out Your QuickBooks Tech Stack

Now, It's Your Turn!

QuickBooks as the CORE of Your Small Business Operations



Today's workshop format

FIRST:

Break into 3 groups, build out a Small Business Tech Stack diagram that **starts with QuickBooks**

1. Choose a real business model from within the group or create one (industry needs, tech needs, scalability)
2. Take note of the additional operational needs that are not being met by QuickBooks and will need more apps
2. Decide which observer(s) will be note-taking on tech stack discovery
3. When time is up, decide which team player will share for the team

SECOND:

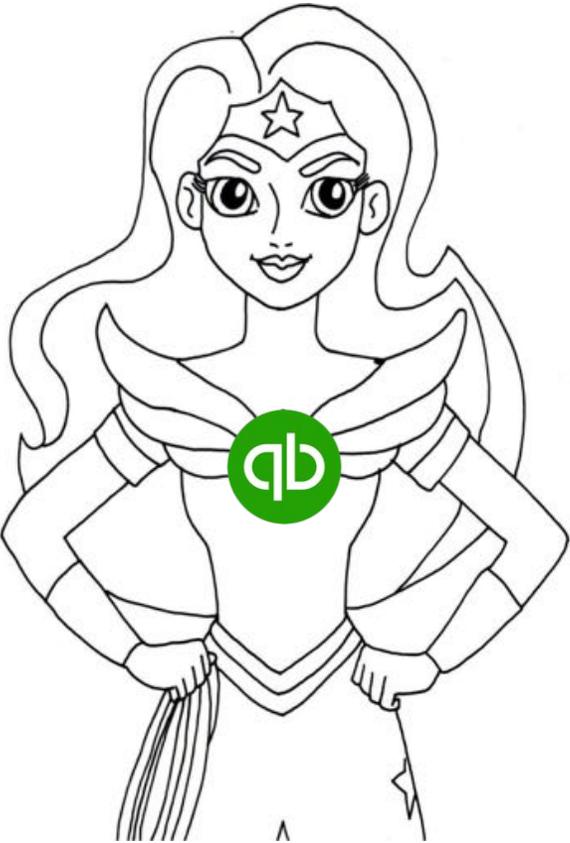
Use the QuickBooks Small Business Diagram to build out your own tech stack. Be ready to share =)

THIRD: Ask any final questions about building your Small Business tech stack before we wrap it up!



When you need more than QuickBooks

So you know you need **MORE** than QuickBooks, how do you choose the best apps to build your tech stack?



Building out FROM QuickBooks when you need MORE

Add more apps specific to unique operational needs



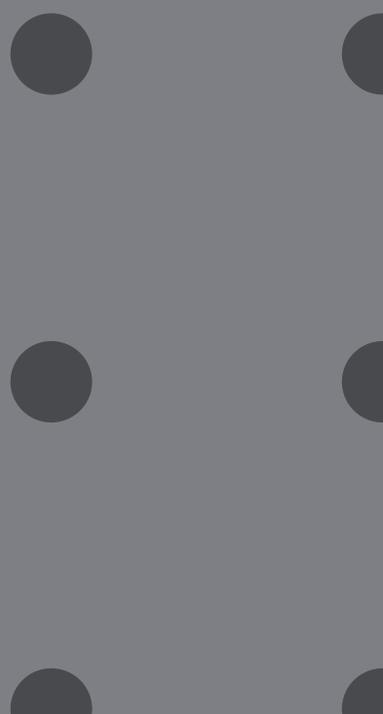
- Security/Separation of Duties
- Industry-specific functionality
- Robust Analytics and Reporting
- Streamline Communication
- Automate Data Entry/"Fetching"
- Client Work/Task Management Integrations



Top of funnel	Contact & Lifecycle Mgmt, Social, Email, Automation	Creative & Content	Intelligence & Analysis	Collaboration & Productivity
<p>LinkedIn twitter Google+ facebook</p> <p>YouTube Instagram</p> <p>Quora</p> <p>slideshare</p> <p>buffer</p> <p>start A FIRE</p> <p>SumoMe</p> <p>DISQUS</p> <p>Grasshopper</p> <p>Google AdWords</p>	<p>ALL-IN-ONE HubSpot</p> <p>SEO Marketing Automation Marketing Analytics</p> <p>Content Creation Social Media Landing Pages Email & Lead Nurturing</p> <p>HubSpot</p> <p>HubSpot CRM</p> <p>hootsuite Signals</p> <p>IFTTT zapier</p> <p>TweetChat</p>	<p>Canva</p> <p>Zerys</p> <p>Lucidchart</p> <p>UXPin</p> <p>Ai Ps</p>	<p>Google Analytics</p> <p>Google Search Console</p> <p>MOZ</p> <p>Content Insights</p> <p>HubSpot</p> <p>woorank</p> <p>grader</p> <p>SurveyMonkey</p> <p>SocialBro</p>	<p>Google apps</p> <p>Trello</p> <p>slack</p> <p>skype</p> <p>toggl</p> <p>Dropbox</p>



Final thoughts or questions?



Own your future – Next steps



- Start the Tech Stack process no later than 1 week after QBConnect
- Select 3 areas of SMB Operations to enhance **with QuickBooks**
- Select 1-3 areas of SMB Operations to enhance **outside of QuickBooks**
- Attend and/or engage with 1-3 learning resources related to these apps
- Set target dates to when applications must be fully implemented
- Schedule “calendar” meetings with responsible parties for accountability
- Own the Future and it starts NOW!



Technologies are invented to make our lives easier, not our choices.

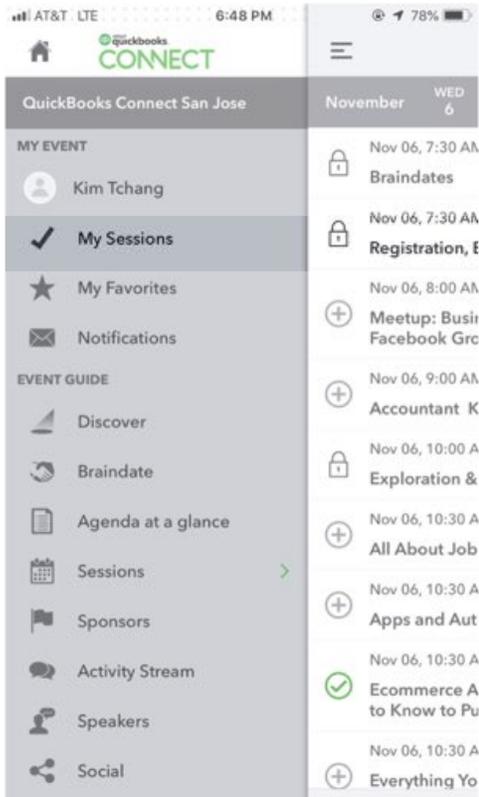
-Adam Jensen



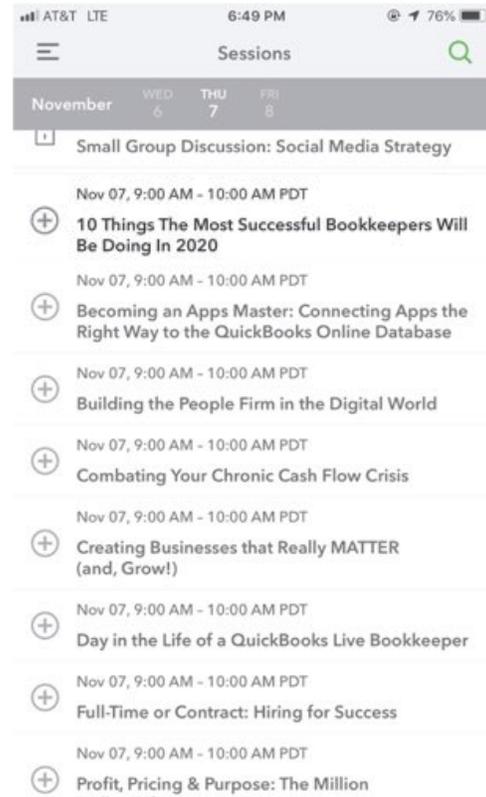
Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

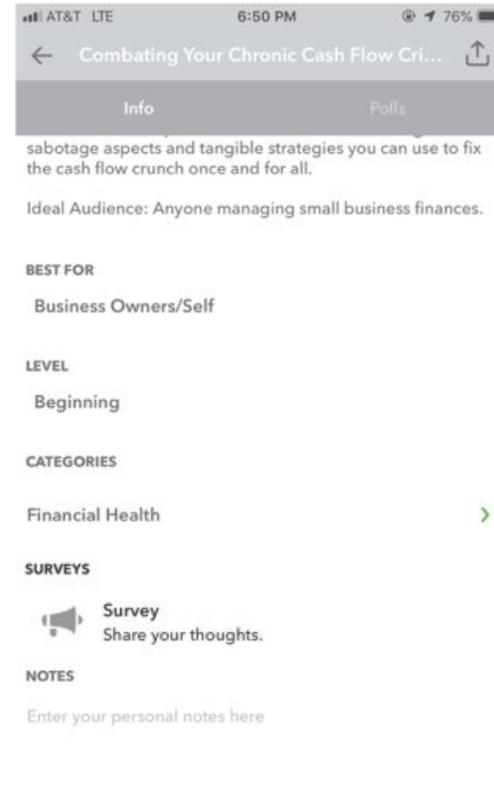
1. Select Sessions



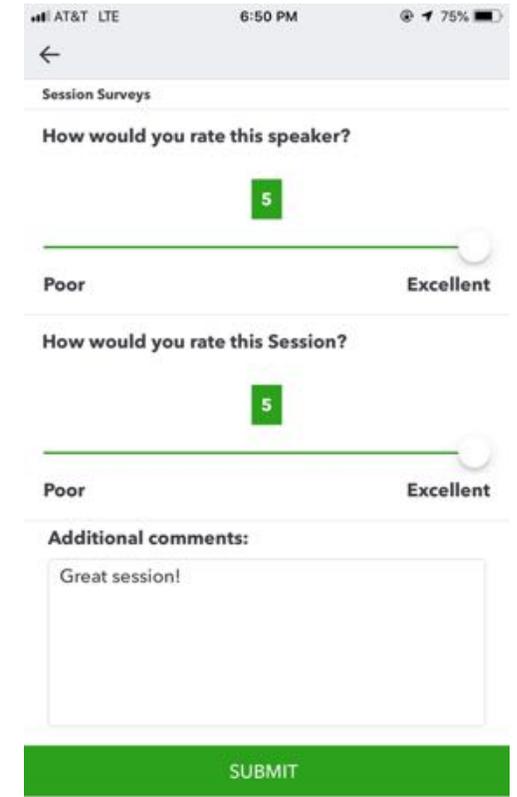
2. Select Session Title



3. Select Survey



4. Add Ratings



Material Download

1. Find the session on the agenda
2. Select + for more information
3. Download PDF of slides and/or supplemental material

<https://quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks CONNECT agenda page for November 7. The page features a navigation bar with the QuickBooks CONNECT logo and links for Why Attend, Agenda, Speakers, Pricing, Sponsors, Travel, and FAQ. A 'Register now' button is located in the top right corner. Below the navigation bar, there are tabs for the dates: November 6 (Accountant Day), November 7 (selected), and November 8. A 'Print Agenda' button is also present. The main content area includes a search bar for sessions and a filter section with categories: Business Growth, Life & Business Skills, Organizational Culture, Technology Training, Advisory, and Financial Health. The agenda items for November 7 are listed as follows:

Time	Session Title	Details
7:30-9:00 am	Registration, Breakfast & Exploration	
7:30-10:30 am	Braindates	New this year, you can use Braindates to book time with fellow attendees, expert consultants and the QuickBooks support team. Learn more Best for: All Audiences CPE Hours: not eligible
8:00-8:30 am	Yoga	
8:00-8:45 am	Breakout Sessions	
	Small Business Meetup: Relationship Marketing and the Power of Human Connection	
	Small Group Discussion: Social Media Strategy	
	Small Group Discussion: Showing up - Why What You Wear Matters	
	Small Group Discussion: Build Your Dream Bookkeeping firm	

 **CONNECT**

OWN
THE
FUTURE
TURE