



# 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](http://MarietteMartinez.com)

**Public Educator** at [MasterYourBooks.com](http://MasterYourBooks.com)

**Co-founder**, Bilingual Business & Financial Education Platform, [TusTresMaestras.com](http://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

A photograph of two young women with blonde hair, seen from the chest up, engaged in a conversation outdoors. The woman on the left is in profile, looking towards the right, and is wearing a dark jacket with a light-colored fur collar. The woman on the right is facing her, also in profile, and is wearing a light-colored top. The background is dark and out of focus, suggesting a nighttime setting with some greenery. The text "Take a minute to connect with your neighbor" is overlaid in white 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



# Graphic designer & planner extraordinaire

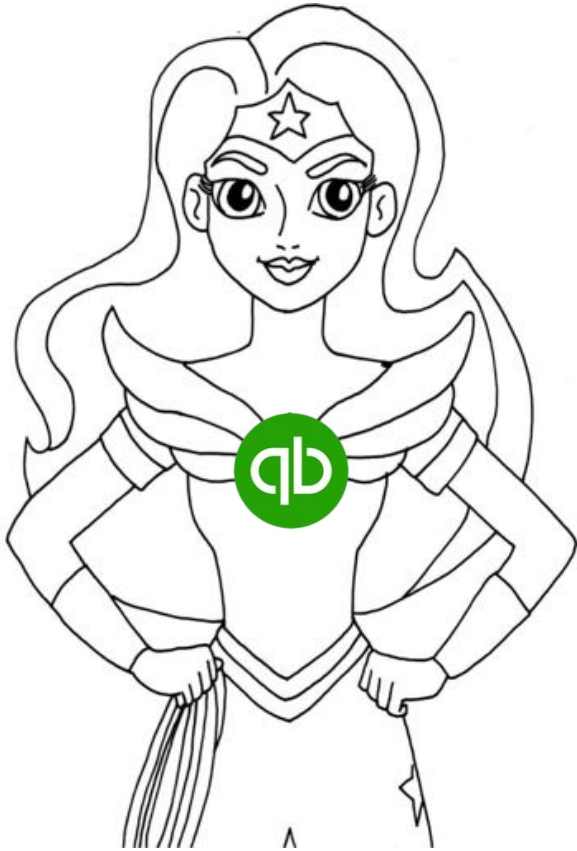


She's been doing some research on-line around **how to operate her growing small business** and now she is feeling...



# Have No Fear!

## Your QuickBooks Pro & Small Business Technologist is here!





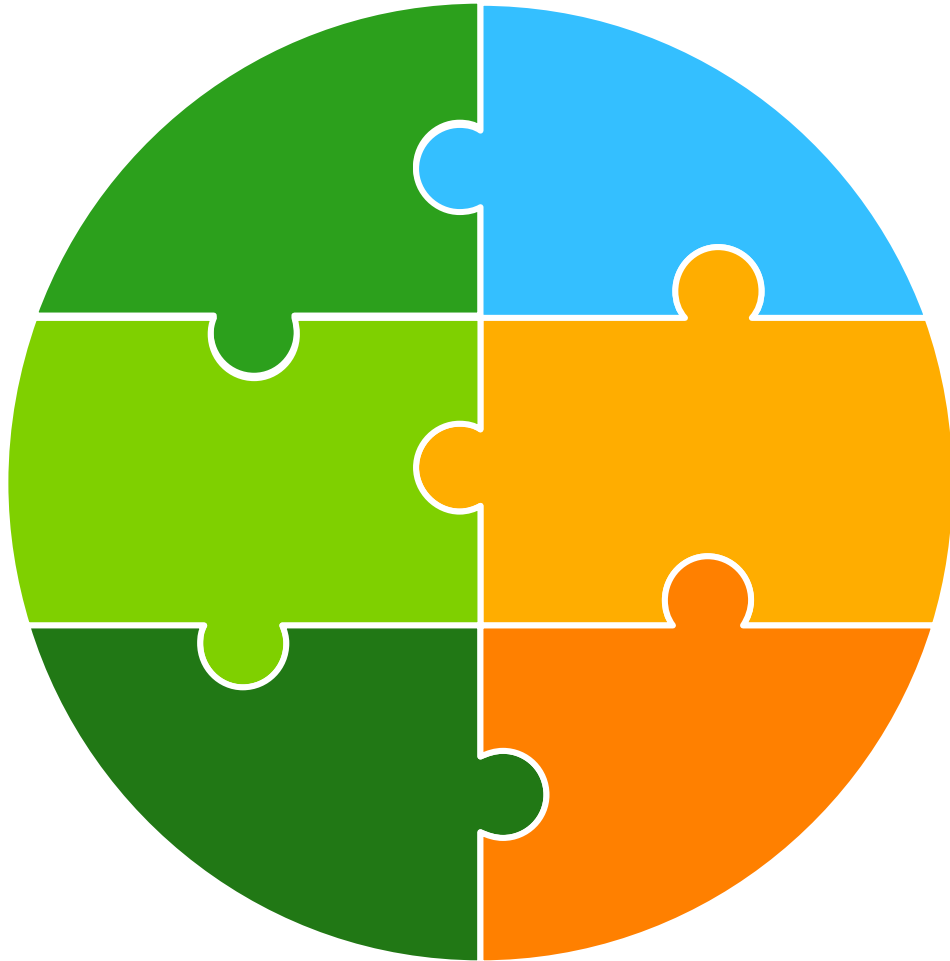
A decorative pattern of small, dark blue dots arranged in a grid, located in the top-left corner of the slide.

# 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

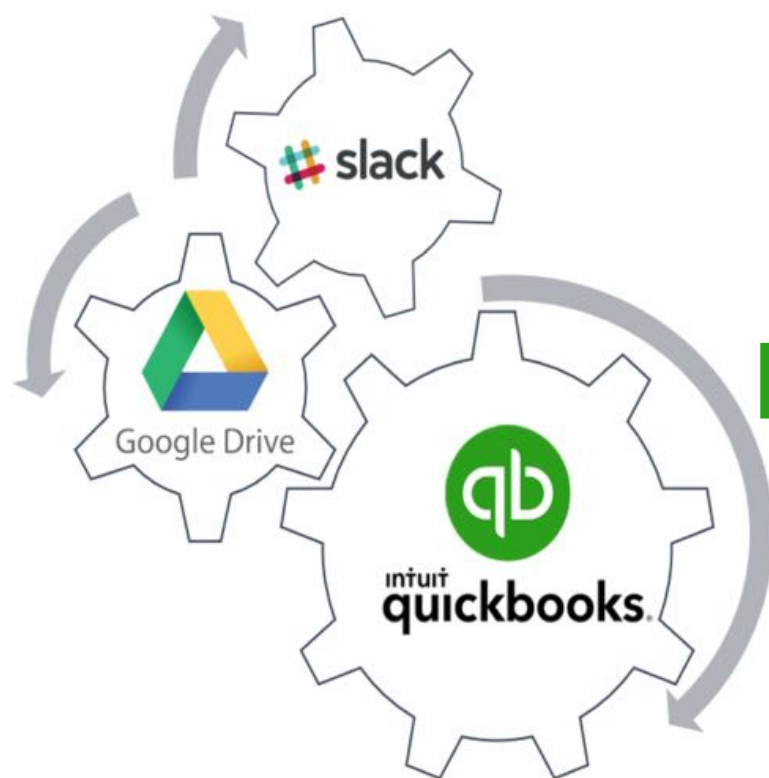


## One puzzle piece at a time

- 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



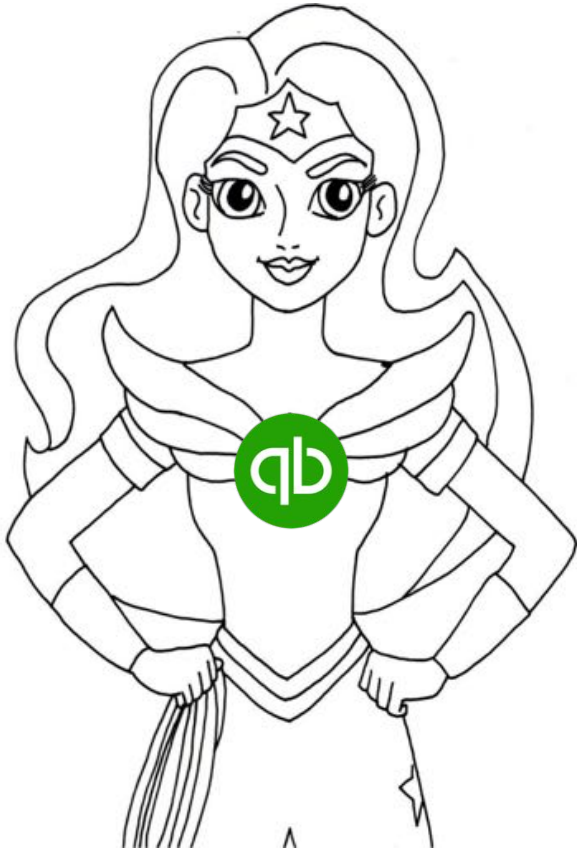



ACCOUNTING SOFTWARE		BUSINESS INTELLIGENCE		CRM		PAYROLL											
CRM	HOSTING	ERP	WORKFLOW	BILL PAY	TIME TRACKING	INDUSTRY SOLUTIONS	DATA										
PRACTICE MANAGEMENT		FUNDING		INVENTORY MGMT		TAX PREP SOFTWARE		FIELD SERVICE MGMT		ACCOUNTING ADD-ON		TAX TOOLS		EXPENSE MANAGEMENT		PROJECT MANAGEMENT	



# But Have No Fear!

Your Technology Stack Can Start with QuickBooks

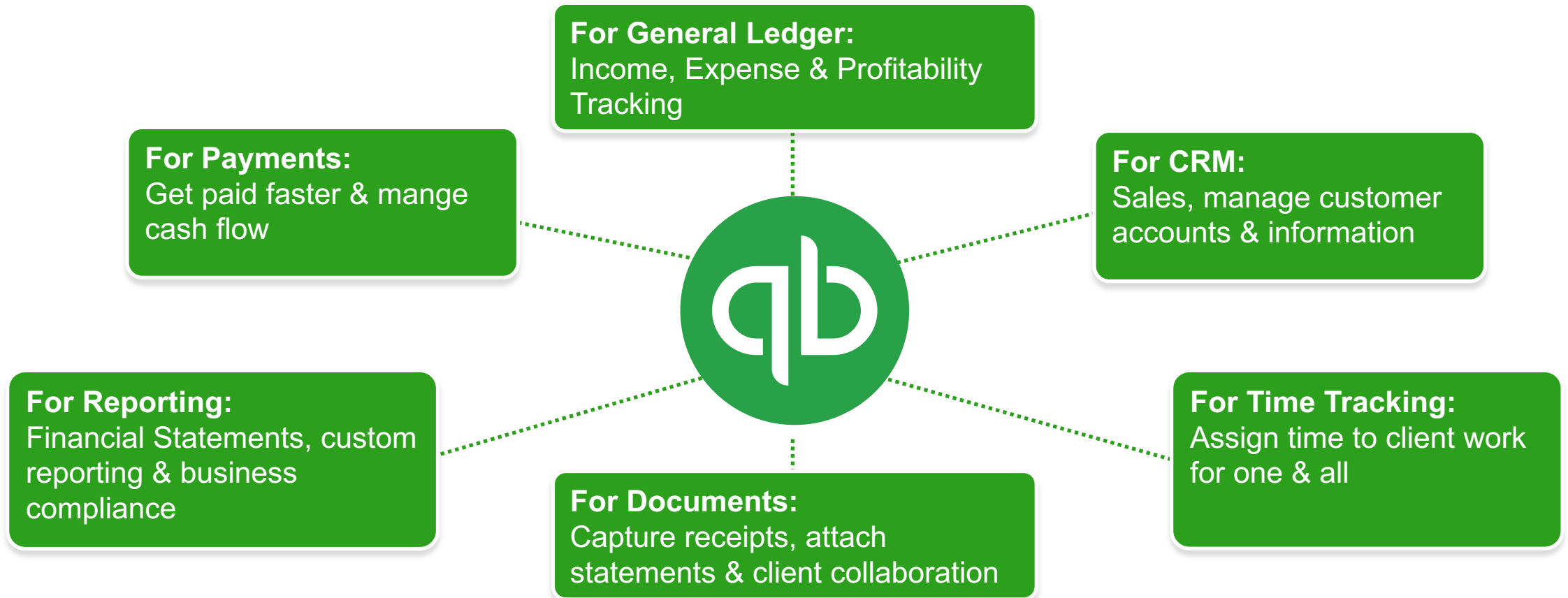




# QuickBooks as the CORE

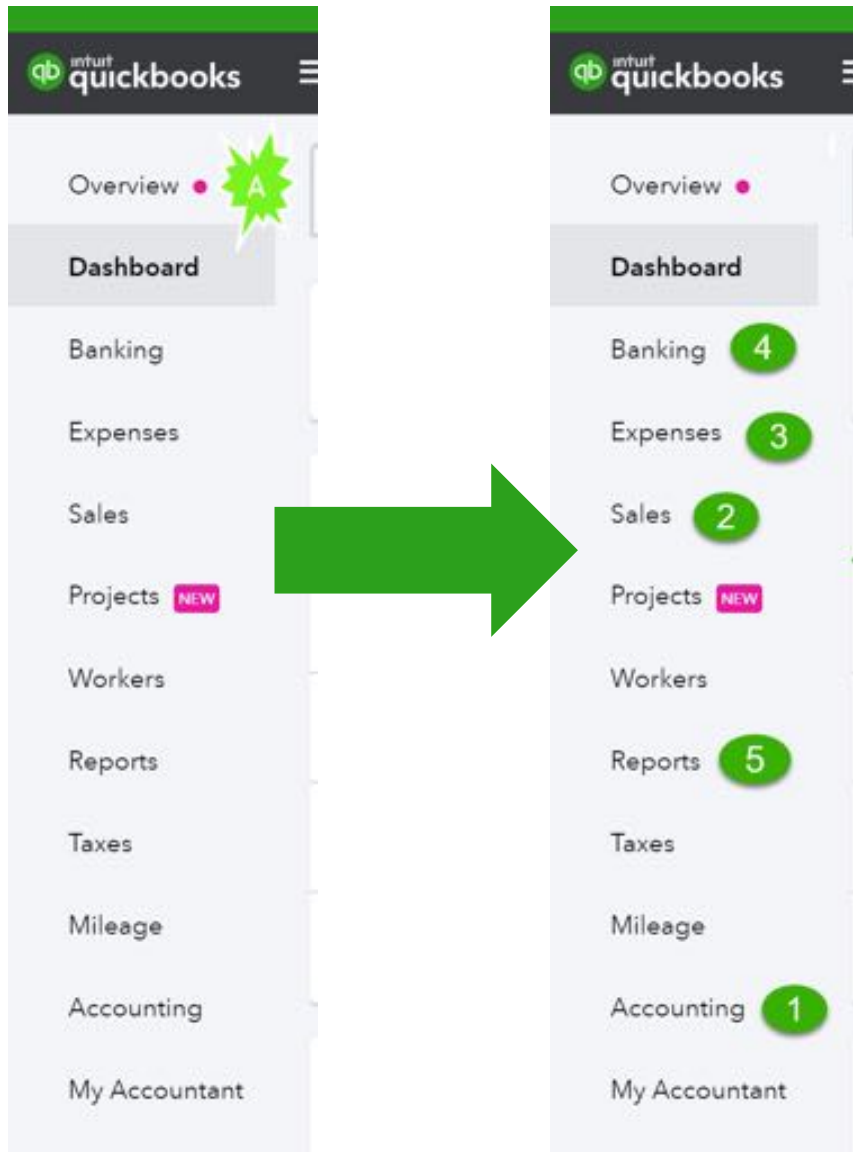
# QuickBooks is the CORE of the Accounting Operations System

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 Accountant software interface for setting up the Chart of Accounts. The top navigation bar includes 'Dashboard', 'Chart of Accounts', and 'Reconcile'. The left sidebar shows various modules, with 'Accounting' highlighted. The main area shows the 'Chart of Accounts' table with columns for NAME, TYPE, DETAIL TYPE, CURRENCY, QUICKBOOKS BALANCE, BANK BALANCE, and ACTION. A heart icon with green squares is overlaid on the top right. A red box highlights the 'Chart of Accounts' tab. Another red box highlights the 'Run Report' button and a 'New' button. A third red box highlights the 'Account' dropdown menu in the 'Accounting' sidebar. A fourth red box highlights the 'Import accounts' dialog box, which includes fields for Account Type, Detail Type, Name, Description, and a checkbox for 'Is sub-account'. A fifth red box highlights the 'Product/Service information' form, which includes fields for Name, Category, Sales information, and Sales price/rate. A sixth red box highlights the 'Income account' dropdown menu. Green arrows indicate the flow from the 'Accounting' sidebar to the 'Import accounts' dialog, and from there to the 'Product/Service information' form. A red arrow points from the 'Service' dropdown in the 'Product/Service information' form to the 'Income account' dropdown.

**Accountant** L.H and M Squared Landscaping

**Chart of Accounts** Reconcile

**Chart of Accounts**

**Accounting**

**Account**

Account Type: Accounts receivable (A/R)

Accounts receivable (A/R)

Other Current Assets

Bank

Fixed Assets

Other Assets

Accounts payable (A/P)

Credit Card

Other Current Liabilities

Long Term Liabilities

Equity

Income

**Import accounts**

Account Type: Expenses

\*Detail Type: Insurance

Use Insurance to track insurance payments.

You may want different accounts of this type for different types of insurance (auto, general liability, and so on).

Is sub-account: ☒

Insurance Expenses

**Product/Service information**

Service Change type

Name\*: New item

SKU

Category: Services

Sales information: ☒ I sell this product/service to my customers

New item

Sales price/rate: 75

Income account: Service

Save and close





# **PRODUCT DEMO**

# #2 The Sales Center

The screenshot displays the QuickBooks Sales Center interface. The left sidebar contains a menu with 'Sales' highlighted. The main area shows 'Sales Transactions' with a summary bar and a table of transactions. An overlay window titled 'Deposits from QuickBooks Payments' is shown, with a red arrow pointing to the 'Deposits' tab in its header. The overlay lists deposit details, including expected and deposited amounts.

**Sales Transactions Summary:**

Transaction Type	Amount
Revenue	\$9,500
Cost of Sales	\$8,475
Profit	\$1,025
Net	\$210
Net	\$500

**Deposits from QuickBooks Payments:**

- Deposit expected 09/20/2019**  
1 transaction  
Batch: pending  
Deposit ID: 1862361835  
Net amount: \$194.00  
Fees: \$0.00
- Deposited 09/09/2019**  
7 transactions  
Net amount: \$1,826.25  
Fees: \$24.69
- Deposited 09/03/2019**  
11 transactions



# **PRODUCT DEMO**

# #3 The Expense Center

The screenshot illustrates the process of adding a new expense in QuickBooks Online. The main interface shows the 'Vendors' section with the 'Expenses' tab selected. The 'Expense' modal is open, displaying the 'New Name' field with 'Caldwell Building Materials' and the 'Type' dropdown set to 'Vendor'. A red circle with the number '4' is placed near the '+ Details' link. The 'Vendor Information' modal is also open, showing fields for company name, email, phone, and address. A file upload dialog is shown at the bottom, with a red arrow pointing to the 'Attachments' section. A red box highlights the 'Attachments' section in the file upload dialog, showing a 'Drag/Drop files here or click the icon' area and a 'Show existing' link.

The image features a large white circle centered on a light gray background. At the top of the image, there is a horizontal bar with a green-to-teal gradient. Inside the white circle, the words "PRODUCT DEMO" are written in a bold, dark gray, sans-serif font.

# **PRODUCT DEMO**



# #4 The Banking Center

Accountant

Overview

Dashboard

Banking

Expenses

Sales

Accounting

My Accountant

Banking

Bank Rules

Bank and Credit Cards

Connect an account

Complete secure connection

Bank of America

Online ID

Personal

Go back

Sign in

Accountant

Overview

Banking

Rules

Receipts

Bank and Credit Cards

Checking

File upload

Add account

For Review

Reviewed

Excluded

Batch actions

All

Recognized (4)

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	Cell Tel	Cell Telephone	Cell Utilities	\$32.73		Add
01/31/2017	Cell Tel	Cell Telephone	Cell Utilities	\$200.00		Add
01/29/2017	Check 105	Sub Advertising	Advertising & Marketing	\$100.00		Add
01/29/2017	Check 105	Sub Advertising	Advertising & Marketing	\$32.89		Add

Batch actions

Accept Selected

Exclude Selected

Modify Selected

Batch actions

All (25)

Recognized (14)

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



# **PRODUCT DEMO**

# #5 The Reports Center

The screenshot displays the QuickBooks Reports Center for 'Sample Company'. The left sidebar contains navigation links: Dashboard, Banking, Expenses, Sales, Projects, Workers, **Reports** (highlighted with a red box), Taxes, Mileage, Accounting, and My Accountant. The main area is titled 'Reports' and includes tabs for 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 callout box. The callout box shows a search input with 'accounts payable' and two results: 'Accounts payable aging detail' and 'Accounts payable aging summary'. Below the interface, there are five stacks of coins of increasing height from left to right.

Report Name	Star	Link
Balance Sheet	★	Link
Profit and Loss	★	Link

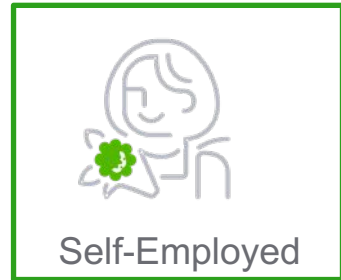
  

Report Name	Star	Link
Audit Log		Link
Balance Sheet Comparison	☆	Link
Balance Sheet Detail	☆	Link
Balance Sheet Summary	☆	Link
Balance Sheet	★	Link
Business Snapshot	☆	Link



# **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

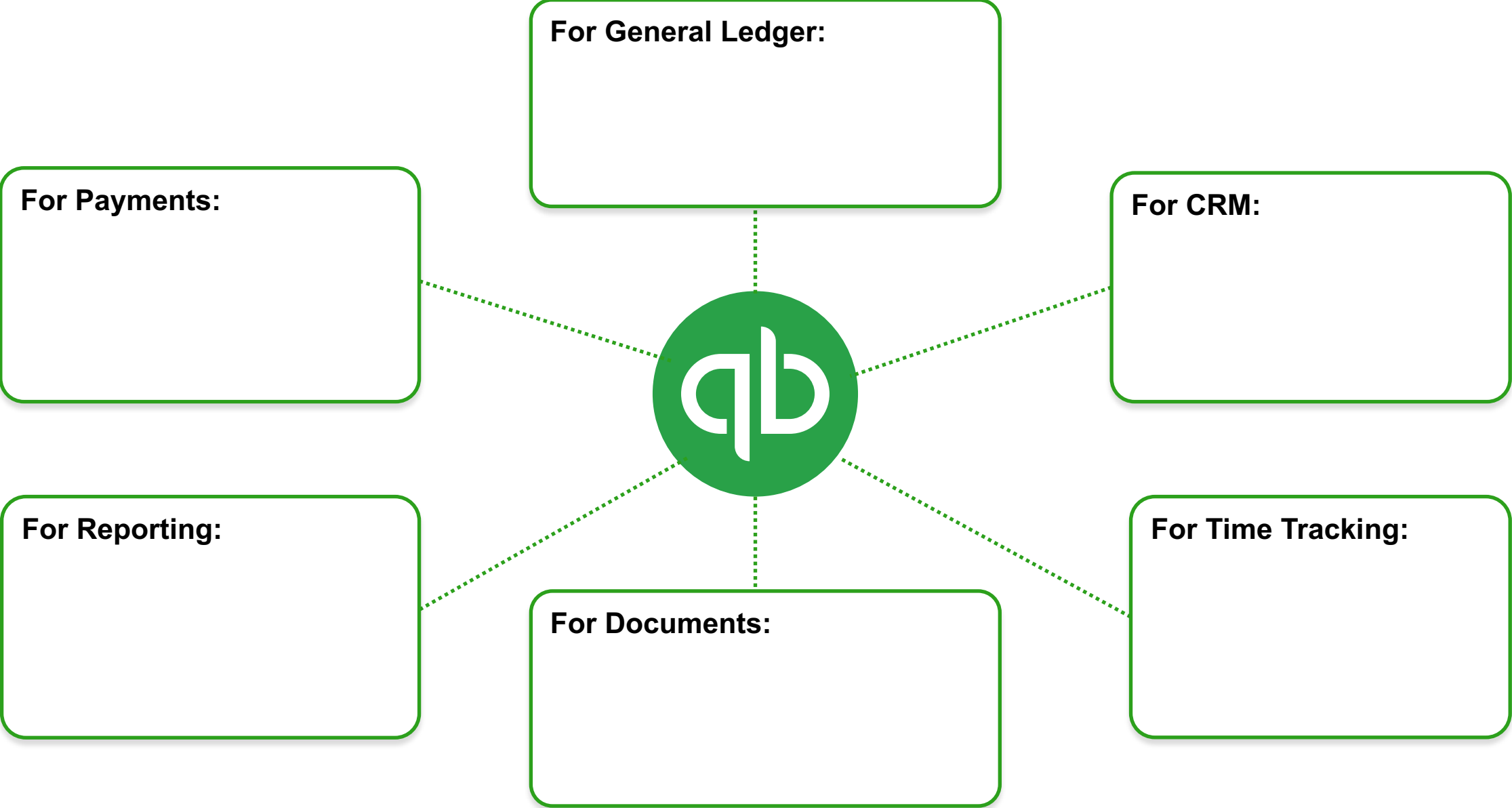
<div> <b>Self-Employed</b></div>	<div> <b>Simple Start</b></div>	<div> <b>Essentials</b></div>	<div> <b>Plus</b></div>	<div> <b>Advanced</b></div>
<div>Separate Business from Personal Spending</div> <div>Sync Bank Accounts</div> <div>Mileage Tracker</div> <div>Simple Invoices</div> <div>Estimated Tax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



# 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:

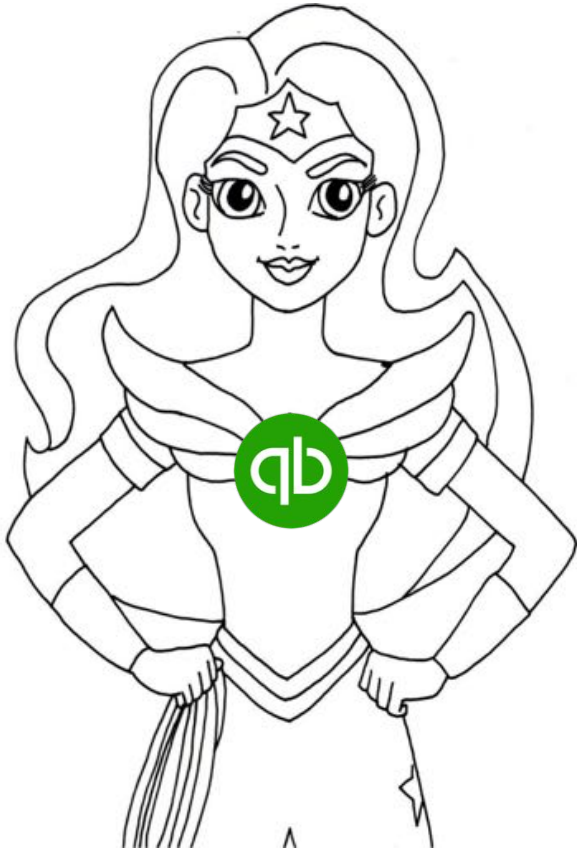
Use the QuickBooks Small Business Diagram to build out your own tech stack. Be ready to share =)

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

A decorative pattern of small, dark grey dots arranged in a grid, located in the top left corner of the slide.

# 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



# 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.**

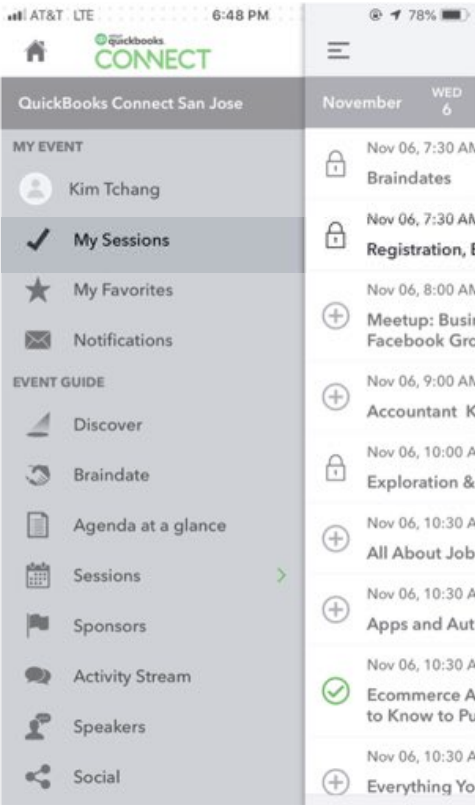
-Adam Jensen



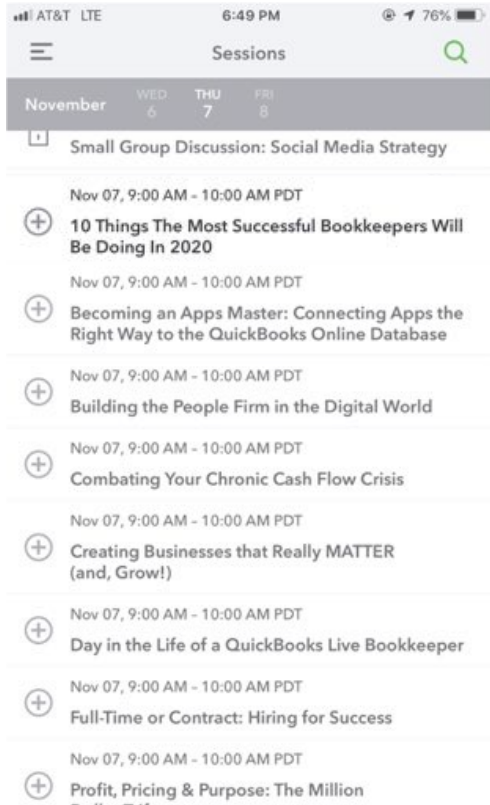
# Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

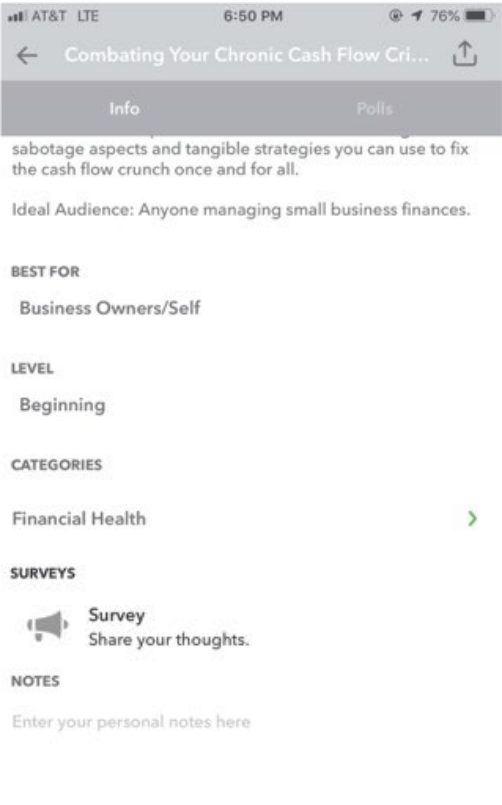
## 1. Select Sessions



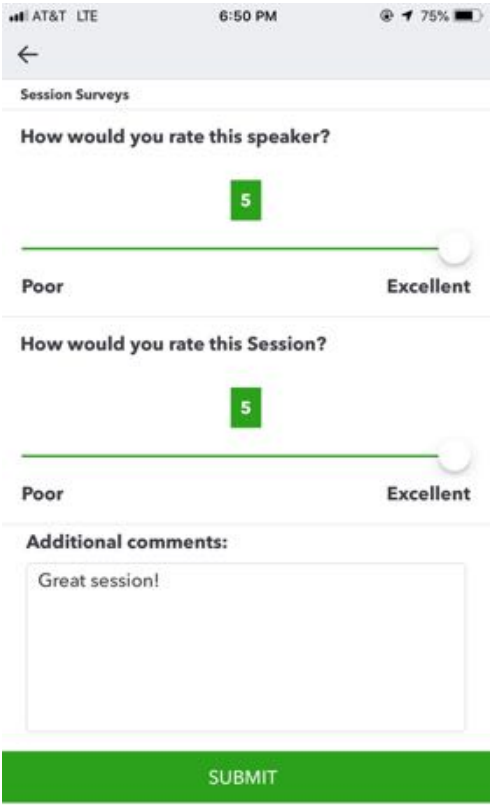
## 2. Select Session Title



## 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 header includes the QuickBooks Connect logo, navigation links (Why Attend, Agenda, Speakers, Pricing, Sponsors, Travel, FAQ), and a 'Register now' button. Below the header, there are tabs for November 6 (Accountant Day), November 7 (selected), and November 8. A 'Print Agenda' link is also present. The main content area features a search bar labeled 'Search for sessions' and a row of filter buttons: Business Growth, Life & Business Skills, Organizational Culture, Technology Training, Advisory, and Financial Health, with an 'Expand all +' link. The agenda list for November 7 includes: 7:30-7:00 am (empty), 7:30-10:30 am (Registration, Breakfast & Exploration), 8:00-8:30 am (Braindates, with a description and 'Learn more' link), 8:00-8:45 am (Yoga), and a section for Breakout Sessions starting at 8:00-8:45 am, which includes four small group discussions: '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', and 'Small Group Discussion: Build Your Dream Bookkeeping firm'. Each session entry has a '+' icon to its right for more information.



OWN  
THE  
FUTURE