



Giving your team the power to scope and price services

James Ashford



Today's speaker




James Ashford

Founder, Go Proposal

@THEJamesAshford

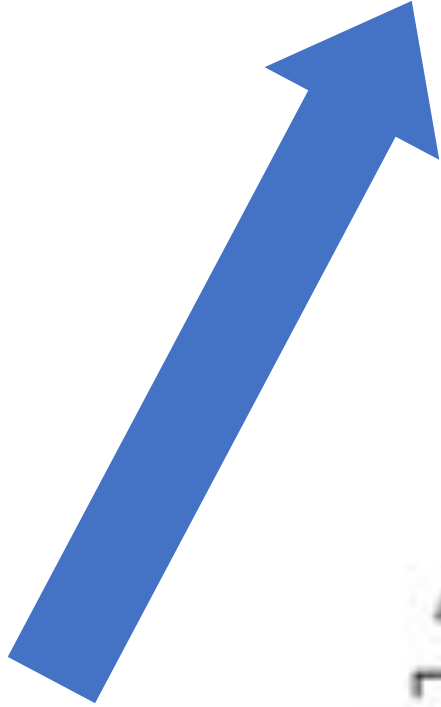






I don't know
(You can't always be the person with the answers)

authority



information



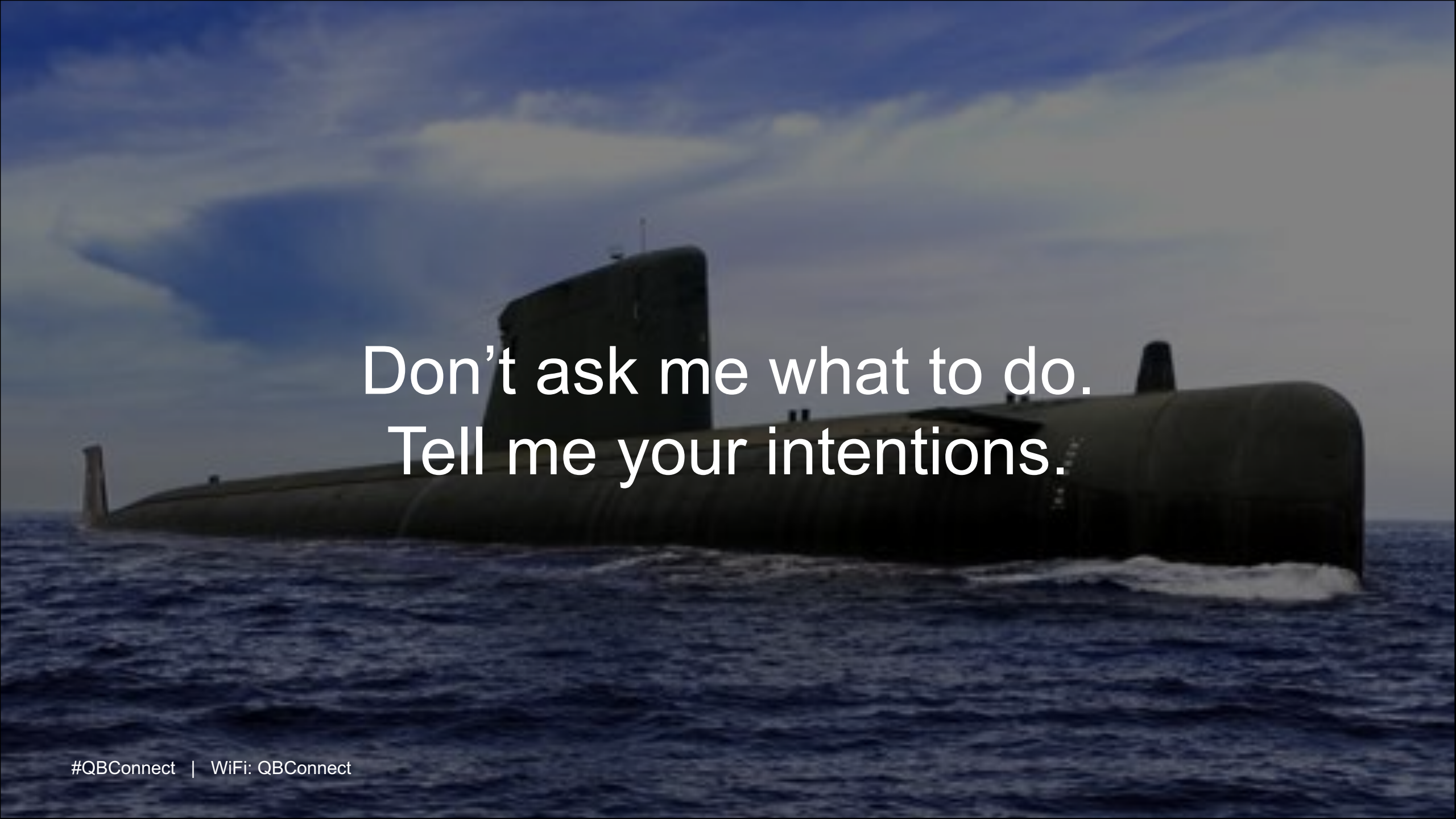
authority



information





A large submarine is shown on the surface of the ocean. The submarine is dark and has a prominent conning tower. The sky is blue with scattered white clouds. The water is a deep blue with some white foam from the submarine's wake.

Don't ask me what to do.
Tell me your intentions.



IS IT SAFE?

(Competence)

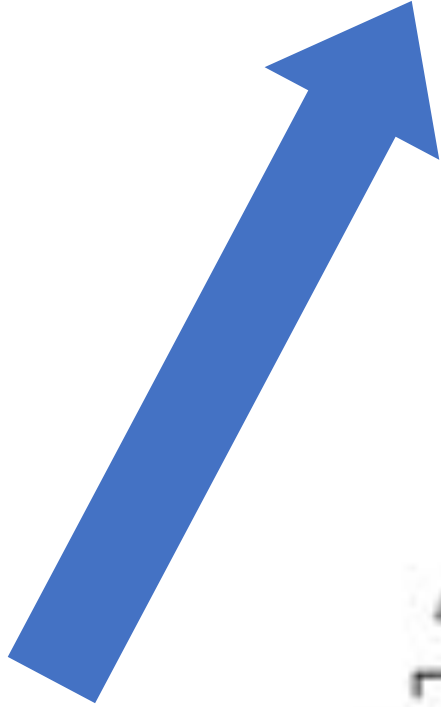
A hand is shown holding an open compass. The compass has a dark, possibly black, outer casing and a green face with white markings and a red needle. The hand is positioned in the center of the frame, with fingers spread. The background is a soft, out-of-focus sunset or sunrise scene with warm, orange and yellow tones. The overall mood is contemplative and directional.

IS IT THE RIGHT THING TO DO?

(Directional Clarity)



authority



information



(11) *General Interference with Organizations and Production*

(a) *Organizations and Conferences*

(1) Insist on doing everything through "channels." Never permit short-cuts to be taken in order to expedite decisions.

(2) Make "speeches." Talk as frequently as possible and at great length. Illustrate your "points" by long anecdotes and accounts of personal experiences. Never hesitate to make a few appropriate "patriotic" comments.

(3) When possible, refer all matters to committees, for "further study and consideration." Attempt to make the committees as large as possible — never less than five.

(4) Bring up irrelevant issues as frequently as possible.

(5) Haggle over precise wordings of communications, minutes, resolutions.

(6) Refer back to matters decided upon at the last meeting and attempt to re-open the question of the advisability of that decision.

(7) Advocate "caution." Be "reasonable" and urge your fellow-conferes to be "reasonable" and avoid haste which might result in embarrassments or difficulties later on.

(8) Be worried about the propriety of any decision — raise the question of whether such action as is contemplated lies within the jurisdiction of the group or whether it might conflict with the policy of some higher echelon.

Production

(a) Organizations and Conferences

(1) Insist on doing everything through "channels." Never permit short-cuts to be taken in order to expedite decisions.

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DECISION MAKING IS WHAT POWERS A BUSINESS





But unless the
fundamental operating
systems in our accounting
businesses change.



But unless the
fundamental operating
systems in our accounting
businesses change.
Nothing else will.







SO WHAT?







SURFACE



CORE

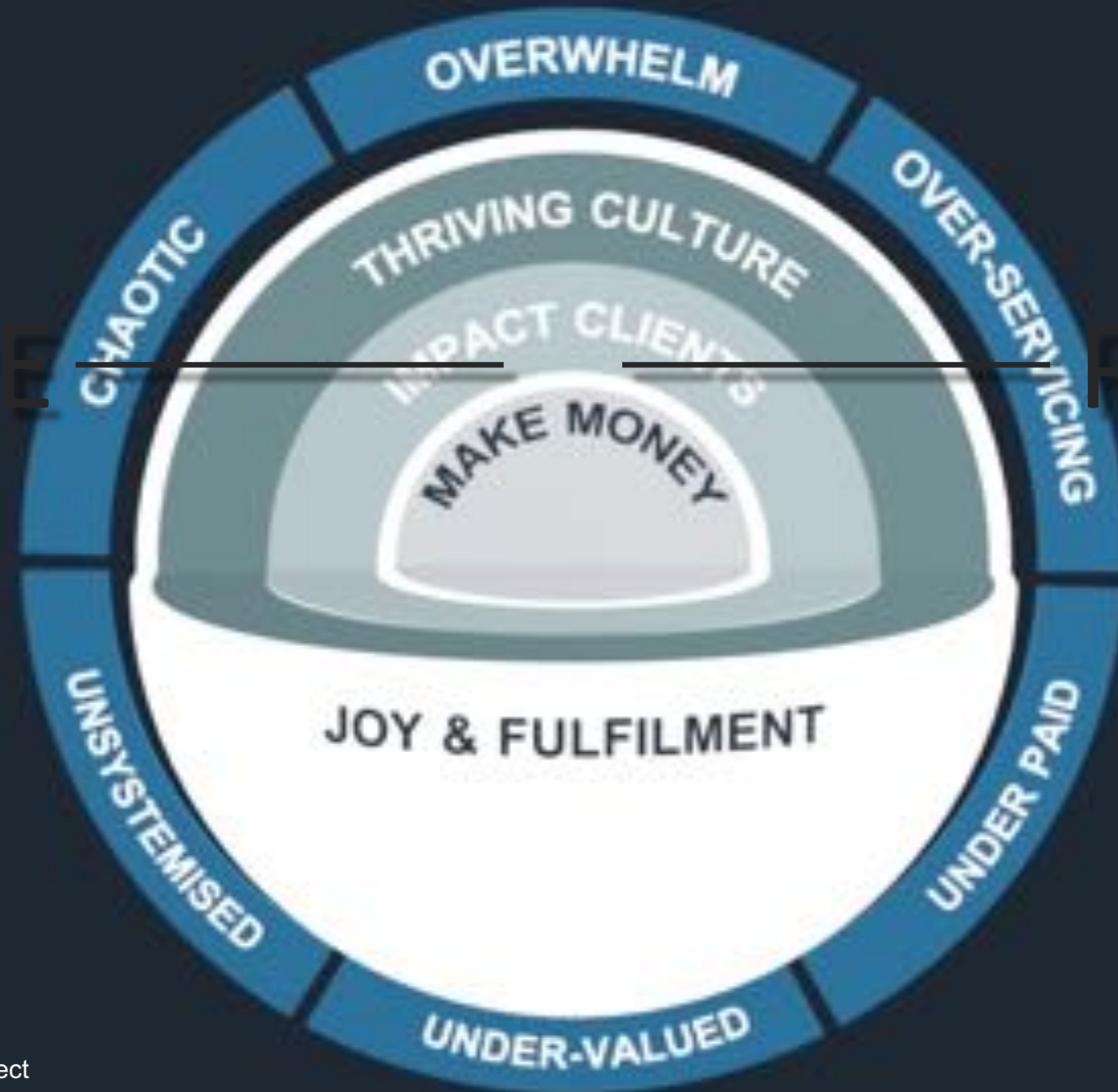
SURFACE



CORE

SCOPE

PRICE



SCOPE

MAKE MONEY

PRICE

VALUE EXCHANGE SYSTEM

SCOPE

MAKE MONEY

PRICE

VALUE EXCHANGE SYSTEM

authority

information



SCOPE

PRICE

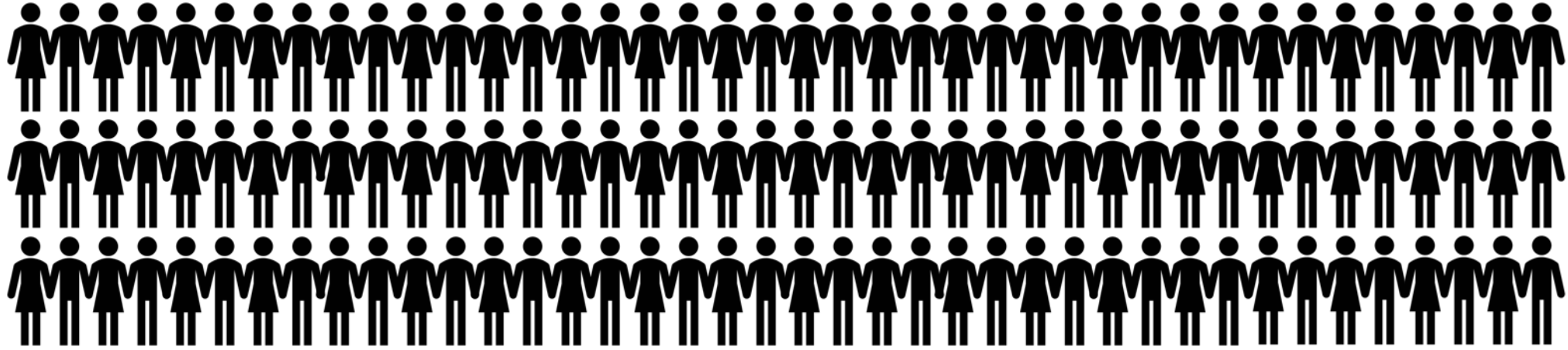


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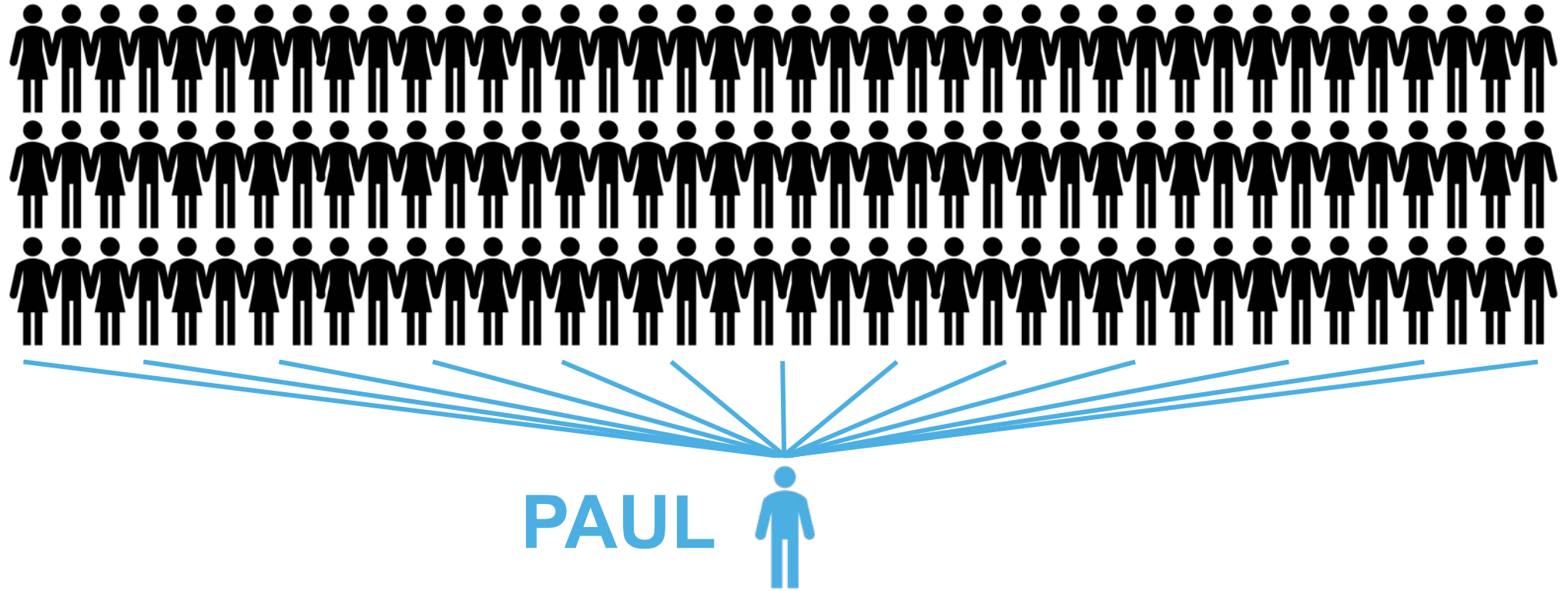
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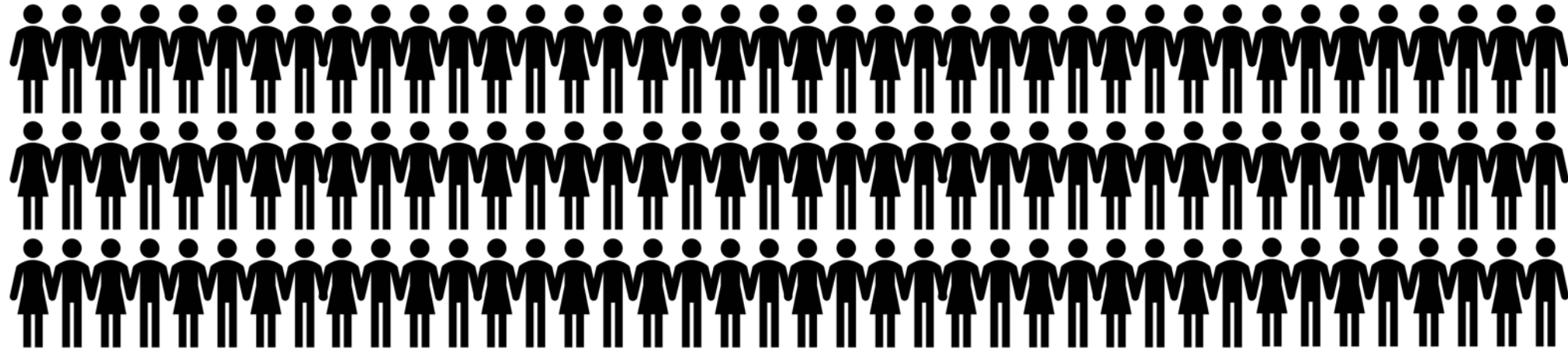
CLIENTS



CLIENTS



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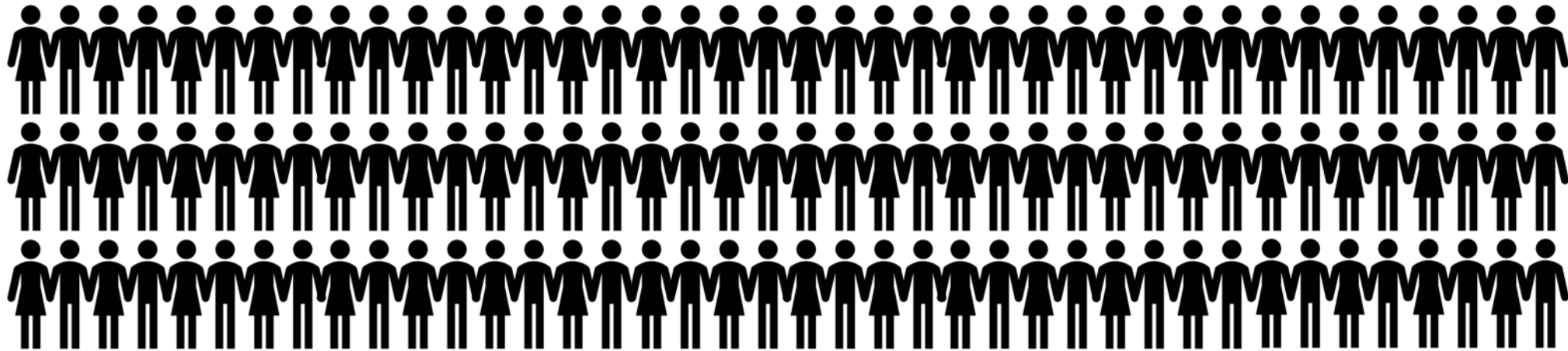
PAUL



TEAM



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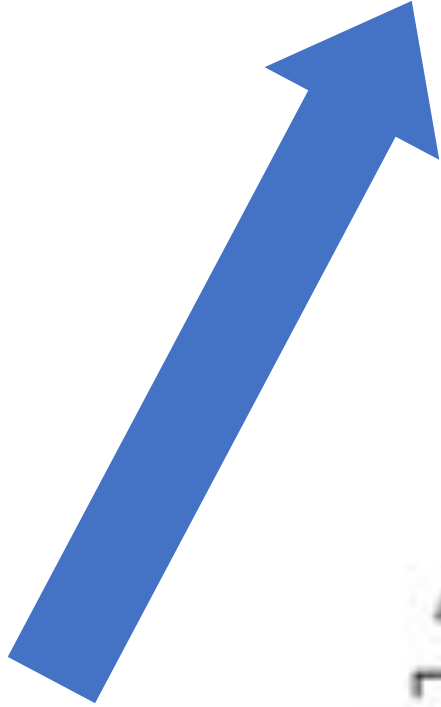
PAUL BOTTLE NECK



TEAM



authority



information



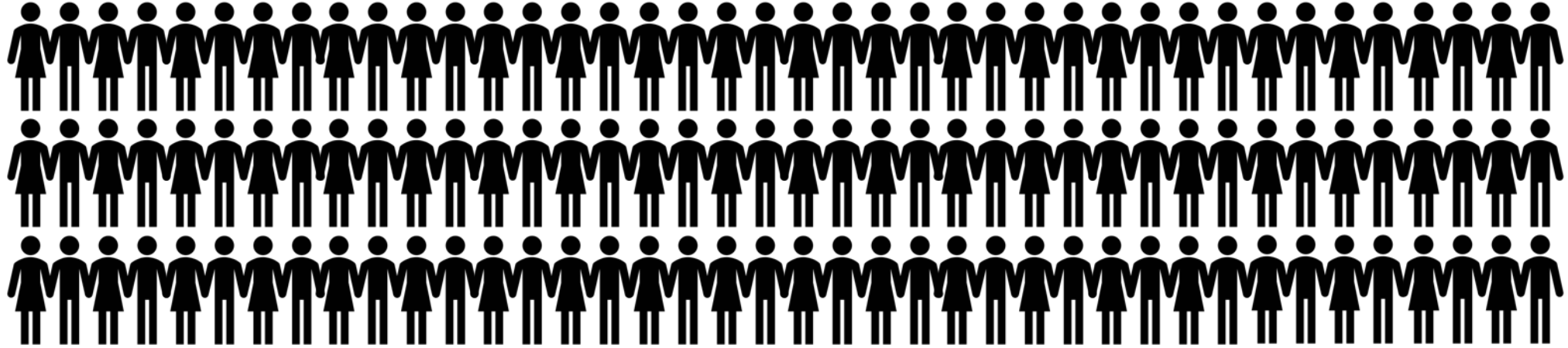
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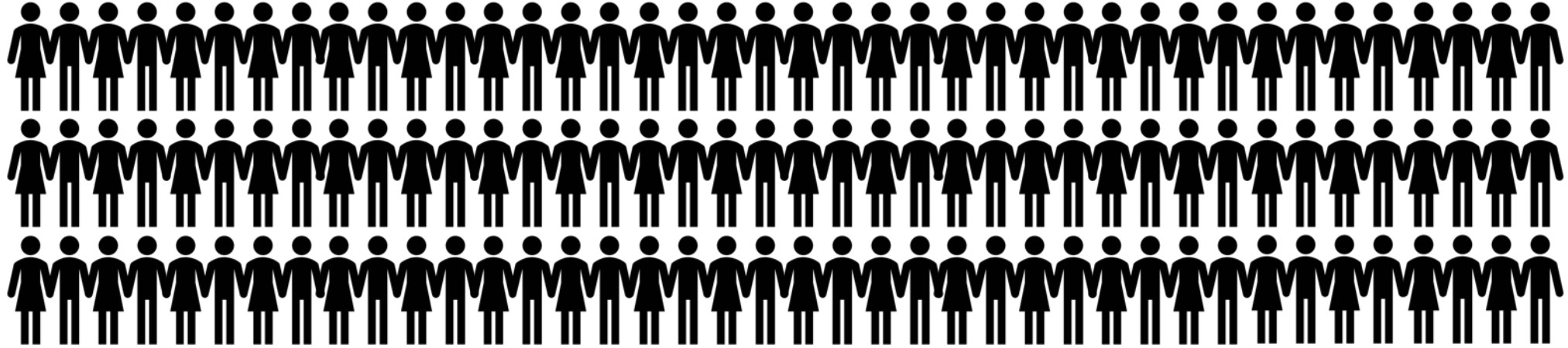
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CLIENTS



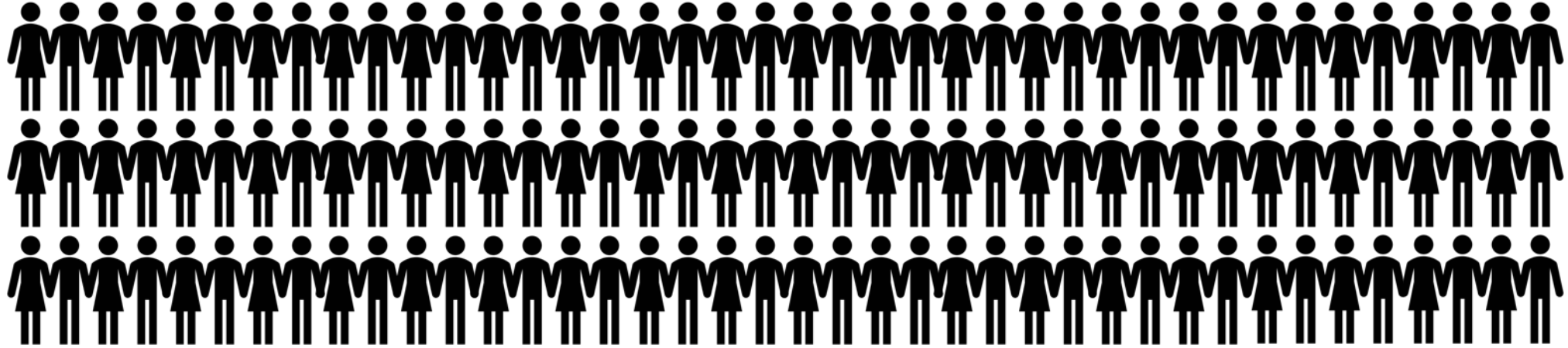
CLIENTS



TEAM



CLIENTS



TEAM



PAUL







A dark, moody underwater photograph of a shipwreck, likely a cargo ship, resting on the ocean floor. The ship's structure is partially visible, with debris scattered around it. The water is a deep blue-green color, and the overall atmosphere is somber and mysterious.

What if they sink the ship?



LADDER OF LEADERSHIP

MAP

Create Proposal



Select Package

Would you like to load a package template?

Yes, I want to create a proposal from scratch

Basic Information

Proposal Template

New Client



Letter of Engagement to use

Default - Limited Company



MAP

Create Proposal



Select Package

Would you like to load a package template?

No, I want to create a proposal from scratch.



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EXPERIMENTS

TAX RETURNS

Foundations - Bookkeeping



Foundations - Compliance



Install a seamless compliance system into your agency to ensure you not only meet your legal statutory requirements, but that you also have full visibility of the system, understand exactly how it works and how you and your team fit in with that system.

Onboard

Readings More info

Annual Accounts

Quality of Record Keeping

Excellent

Industry

Restaurant/hospitality

✓	VAT Returns		
✓	Payroll: Fixed Salary Employees		
✓	Payroll: Variable Salary Employees		
✓	Payroll: Monthly Pension Filing		
✓	Payroll: CIS		
✓	P11d's		

MAP

Create Proposal



Select Package

Would you like to load a package template?

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IS IT SAFE?

(Competence)

- Process
- System
- Training
- Feedback

A hand is shown holding a black compass with a green face. The compass is open, and the needle is pointing towards the top. The background is a soft, out-of-focus sunset or sunrise over a body of water, with warm orange and yellow tones. The text is overlaid on the image.

IS IT THE RIGHT THING TO DO?

(Directional Clarity)

- Goals
- Benefits
- Trust

A person is holding a tablet computer. The screen shows a web application titled 'MAP'. At the top, there is a red button labeled 'Create Proposal'. Below this, there are several form fields and sections, including 'Basic Information', 'Project Details', and 'Financials'. The background is a blurred wooden surface with some papers and a smartphone lying on it.

PRICING IS NEVER SOLVED



PRICING IS NEVER SOLVED
ONLY EVER TUNED



ACTION TIME

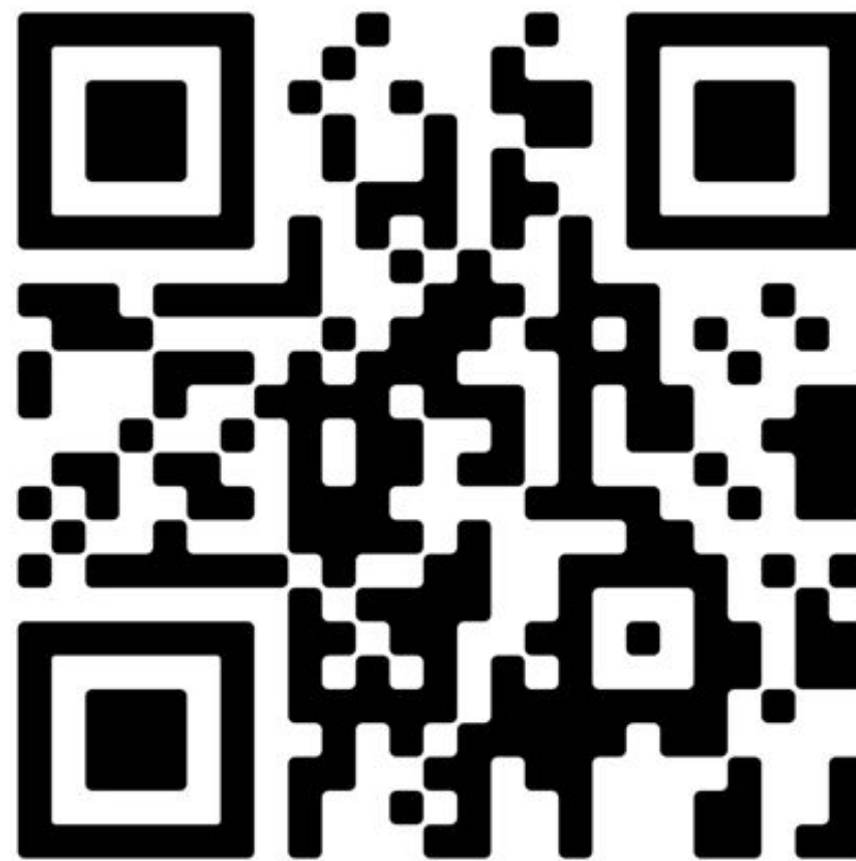


QUESTIONS









GoProposal.com/QB20

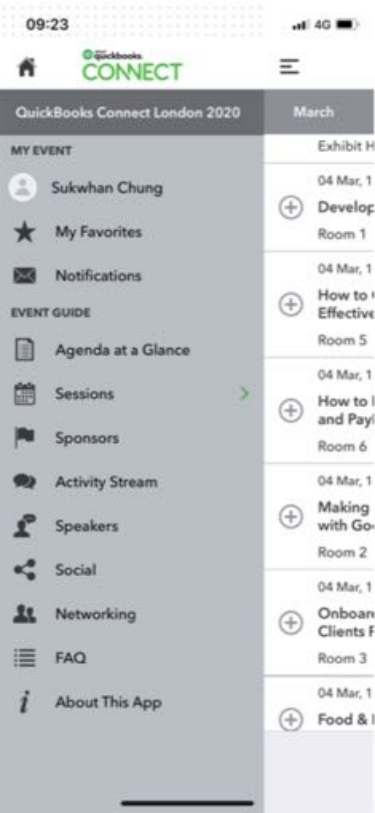


James Ashford & GoProposal

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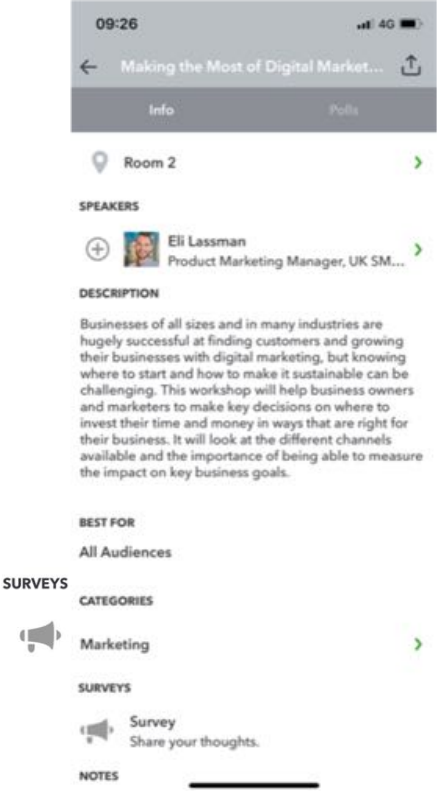
1. Select **Sessions**



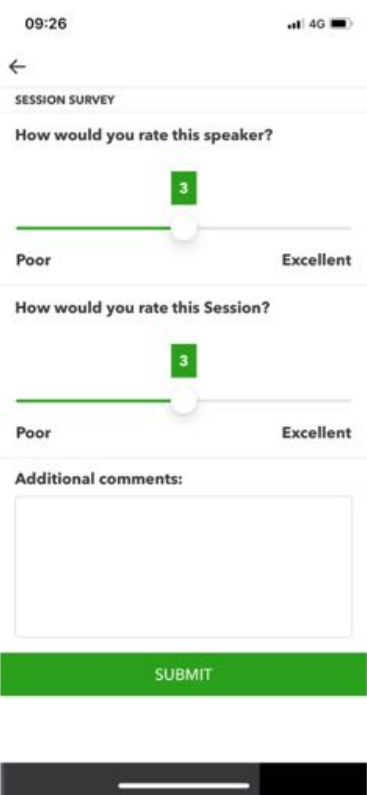
2. Select **Session Title**



3. Select **Survey**



4. Add **Ratings**



Material Download

Session slides can be found on the QuickBooks Connect agenda page

- 1) Find the session on the agenda
- 2) Select + for more information
- 3) Download PDF of slides

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

3 March	4 March	
Accountant Day		Print Agenda
<p>Hear stories of inspiration from our keynote speakers, attend essential breakout sessions and participate in one-on-one sessions with business mentors and technology experts. Celebrate at our legendary Connectfest party.</p> <p>Search for sessions</p> <p>Filters: Technology Training Marketing Business Growth Life & Business Skills Pricing Expand all +</p>		
8:30-10:00	Registration	+
8:30-10:00	Breakfast & Exploration	+
10:00-11:00	Morning Keynote	+
11:00-11:30	Exploration & Connection	+
11:30-12:30	Breakout Sessions	
	How to Improve Cash Flow with QuickBooks and PayPal	+
	Onboarding: a Marketing Tool to Win Clients Faster	+
	How to Get Set Up on QuickBooks Effectively for Small Businesses	+
	Making the Most of Digital Marketing with Google	+



OWN
THE
FUTURE