



FOCUS ON STRENGTHENING NEW FRANCHISEES

OUR CURRENT TRAINING AND SUPPORT PROGRAMS

All new franchisees usually come to us feeling as if they have a deficit in one of our three key areas of business (accounting/tax/marketing). We start evaluating each new owner well before they attend training to see what areas of training that they may need to focus on. All of our new owners have accounting or tax experience and/or accounting or finance degrees; however, they may not have practiced in the field of small business accounting. All of our new owners have done their own tax returns but may have very little experience in the income tax field and may be novices at preparing business tax returns. All of our owners are excellent people but may not be skilled at communicating this in such a way that it translates into a fast-growing practice.

Strengthening SBA Training and Support

Accounting, Tax, Payroll training and support includes:

- Pre-training now includes using the QBO and Xero Certification programs to give us a better understanding of a new owner's accounting expertise before they attend training.
- Going forward training week will include a day devoted to hands on setup, processing and proper delivery of a client's monthly accounting and it will include checklists with due date controls.)
- During our training week, we emphasize the types of clients that fit our model and the types that do not. Our model is not designed to take on large businesses. The main reason for this, is that complex and sophisticated clients demand a great deal of time which most often reduces our owner's profitability. They also reduce our ability to deliver one on one customer service which is truly where we shine.
- We continue to strengthen our training and support by being involved with each new accounting client that is on-boarded by our new owners. We instruct our owners to contact us as soon as they sign up a new client, so that we can assist in properly setting up a new client. We continue with this process as each new SBA starts the monthly accounting process to insure the work is done correctly.
- We have strengthened our payroll training. Very few new owners have any experience dealing with payroll processing much less potential payroll client problems. Our model pushes payroll processing to our professional partners to ensure that payroll is consistently managed by a reputable team, but still leaves

us as the client liaison in the driver's seat. If problems arise, we can help our customers navigate through to a solution.

- We've strengthened our payroll training by adding hands-on set up, onboarding and completion processing of a client's payroll through Gusto, Sure Payroll and QBO.
- Our income tax training can start before training week provided the new franchisee has time to study. We recommend (a) that all new owners register for the NATP Tax Basic Training Package that includes Intro to Tax Prep., Sch. C, Sch. D, Sch E, Basics of Basis and Fixed assets. (b) Our on-going Tax training includes a home study Enrolled Agent course offered by NATP; and (c) that our new offices attend one of DRAKES new office classes/courses. All these courses are very important to a new owner.
- We've strengthened our tax training by using Drakes practice returns tools to give our owners a hands-on feel to setting up their Drake account, setting up a tax client and preparing returns.
- We have strengthened our tax review department by adding Keith Early, CPA to our team. We are adding Shana Jarrett, our SBA senior Athens, GA accountant, to our tax support staff in 2020.
- Our tax return support program is an excellent training tool for all owners. As new owners start sending in their returns, we start our hands-on checking/review/training. We begin this process with a review of our new franchisee initial tax data input with in-depth notes section sent back to each new owner. We do not just make changes to a return but treat each return as a training instrument. This allows our owner to learn what and why something needs adjusting. This process normally goes back to the new owner one or two times before the return is ready to file. Then we walk our owner through the E-filing process.

Marketing Philosophy, Training and Support

Our marketing training and support will always be changing because the marketing platform in the US will constantly change. But let me get this said now, the basics still apply. For anyone to be successful in ANY business, they must be willing to meet the public. In our model this translates into getting out from behind the computer screen and being involved in your community. We have turned down many franchise candidates because we felt they did not have the ability or desire to do this. We are proud of our owners and how well they have embraced developing business in their communities.

- We spend one official day of our training week on marketing, but marketing is discussed throughout the entire week and involved in almost every discussion with an owner. We have strengthened our training by developing a marketing overview, a 52 week outline of ideas and weekly checklists.
- The SBA marketing approach now includes more ads designed for Facebook, LinkedIn, Twitter and Pinterest.
- We have also added a “Virtual Services” tab to our SBA webpage and approved funds to drive new clients to each individual owner.
- We see Virtual Accounting, Payroll, Tax and Business Advisory Services as an integral part of our future and will focus on being recognized as a virtual accounting, payroll and tax business advisory service organization. Today a segment of individuals and small business owners are not concerned with having an accountant or tax professional next door. They just want a professional to help them.
- We have increased our involvement with our owners as soon as they leave training. We have begun weekly and sometimes daily phone or email meetings. We require a weekly activity report to be sent to our marketing department. This report is not to look over their shoulder, but to address what problems each individual is having in their marketplace.
- We are focusing on driving new clients to our owners through the internet (Google Ads/LinkedIn Ads/Facebook Ads).
- We have added Ms. Vicki Spencer to our SBA Home Office Team. Vicki is a proven expert in the online marketing field. She will be heading up our websites changes and design as well as online ad word monitoring.
- We have strengthened our marketing plan by developing a more in-depth partnership with ClientWhys. ClientWhys has developed new programs that will allow our owners to have a more robust ClientWhys experience.
- ClientWhys has beefed up one-on-one training and has developed a “thermometer of sorts”, metrics really, to identify success markers for our SBA owners. An enhanced dashboard allows ClientWhys to identify where there is improvement to be done between the SBA and their ClientWhys enhanced website.
- Enhancements to improve SBA Office owner exposure involving GOOGLE reviews, client reviews on social media, paired with newsletter functions and engaging in the CRM functions on their portal to help drive clients and customers to our owners have all been added to SBA/ClientWhys marketing strategy.

On the horizon, we have identified three areas that will enhance home office marketing support.

- 1) Access to a Learning Library that houses advertising materials for easy access to SBA owners 24/7. Here you will find print ads, marketing materials, promotional pieces and sample verbiage to use in your marketplace. Our Learning Library also includes a wide variety of document support for accounting, tax and overall business operations.
- 2) A Resource Room inside the learning library will house training videos, webinar links, YouTube media and educational tools for you to be able to freshen up or stay current on our Succentrix platform or the accounting/tax/payroll/marketing industry.
- 3) A searchable data base will be available inside our SBA portal. Here you will be able to search for other SBA owners and their skill set/customer base for peer to peer support.

At this time, we are also developing a bulletin board/communication platform (accessible inside our SBA portal for privacy and security) that will allow SBA owners to communicate with one another. This platform will be in addition to our private Facebook group and traditional group emails as an “on demand” communication tool.