

# Value flows both ways

Create mutually profitable client relationships with Sage Value

The world is changing for accountants and bookkeepers. It's no longer enough for practices to deliver traditional accounting services – today's business software enables clients to do more in-house. But you're still their trusted adviser, and it's up to you to deliver the value-added services they demand.

How can you demonstrate your credentials in this new world, and how do you deliver the profitable returns your practice demands?

**Account for change with Sage Value.**

## **Generate more profitable relationships**

Sage Value is the solution that helps you move to value-based billing, so now you can have more productive discussions with your clients and increase practice revenues. It's part of Sage Impact, the fully customizable online hub for accounting professionals, giving you access to your essential practice tools from anywhere, at any time.

## **Truly understand your client's needs**

Sage Value will guide you through initial discussions with clients. Sage Value provides customizable client questionnaires to act as conversation starters, ensuring you gather all the information you'll need to generate accurate value-based quotes. And because you're asking the right questions, you're also demonstrating your skills and understanding to your clients.

## **Quickly generate a response**

With Sage Value, it's easy to create comprehensive and professional-looking proposals using the proposal generator. It's quick and easy to include insights gathered from your client questionnaires too, for a highly personalized response. The built-in archive stores your completed proposals so you can refer to them at any time – or use them as a template for similar requests.

## **Deliver truly profitable business**

Create a set of pricing templates to cover your key offerings, so you can standardize customer pricing across the practice and reduce the risk of signing customers up at unprofitable rates. Customize the integrated real-time client dashboards to deliver actionable insight into proposal progress and ongoing client profitability.



## You only get all this with Sage Impact

Sage Value is available only as part of Sage Impact. It's easy to add to the fully customizable online hub, meaning you'll get all the benefits of Sage Impact too – and access your essential pricing plans from anywhere at any time.

### The advantages of Sage Value\* for value-based pricing

- Quickly establish client relationships that are mutually beneficial
- Produce clear and reliable proposals that deliver maximum profit to your practice
- Project credibility and experience in the delivery of complex value-added services
- Deepen your client relationships, increasing loyalty and long-term profitability
- Stand out from the crowd – differentiate yourself from the competition
- Help clients to focus on your overall value proposition, not just the price of a service



**Deliver value to your clients and your practice.**

Learn more about Sage Value.  
Call 1-866-920-7243 or visit [Sage.com/US/SageValue](http://Sage.com/US/SageValue)

**sage** Value

\*As an accountant or bookkeeper, a Sage Impact account is required for access to Sage Value. To receive and maintain access to Sage Value and Sage Impact, you must be an accountant or bookkeeper providing professional accounting or bookkeeping services for multiple fee-paying clients. If at any time Sage determines that you are no longer eligible, your access will be terminated. Sage Impact is your go-to control centre for accounting, financial management, business intelligence, community, and business leads – all in one online hub and available at no cost to accounting professionals. Third-party and additional Sage apps or services may be subject to fees and separate terms and conditions.

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