



The Sleeter Group's 2002

QuickBooks® Technology Workshops

AND

Managing and Marketing Your Practice Seminars

For CPAs, Accountants, Bookkeepers and Consultants

American Institute of
Professional Bookkeepers



Small Business
Solutions

int intacct.

Attend these two seminars to:

- Capitalize on the huge demand for QuickBooks consulting services
- Market and sell your services more effectively
- Increase your QuickBooks technical proficiency
- Streamline productivity and reduce non-billable time
- Learn about the latest developments at Intuit
- Integrate online accounting technology into your practice

Workshops and Seminars



The Sleeter Group Presents...

QuickBooks® Technology Workshops

AND

Managing and Marketing Your Practice Seminars

This year we offer two separate 2-day seminars (16 CPE Credits each) for a total of 32 CPE Credits. Both seminars are designed for professionals who consult in QuickBooks®.

"The program met all my expectations and beyond. The instructor was extremely knowledgeable and thorough. The course covered all my questions and issues I am currently facing with clients."

- S. Kendall, CPA,
San Carlos, CA

"I have never found a seminar of any type to be so full of useful information, or so willing to share information and ideas. Thank you!"

- D. Bosse,
Memphis, TN

"Even though I have been a QuickBooks® user for some time, this seminar provided me with many system shortcuts and ways to improve functionality of QuickBooks® for my business."

- S. Bowers,
Auburn, CA

"I am sorry that I put off attending your seminar for so long! This was a very informative two days. Many thanks!"

- P. Brannian, EA,
Simi Valley, CA



When Accountants Have Questions About QuickBooks® and Accounting Software, They Call on Us!

For over seven years, The Sleeter Group has provided seminars designed to update CPAs, accountants and software consultants on the latest developments in QuickBooks® and accounting technology for small businesses. We have built a national reputation for high quality, consultant-level materials and instruction. In doing so, we have become the "Graduate School" for small business accounting technology.

Each year, The Sleeter Group publishes the highly acclaimed Consultant's Reference Guide for QuickBooks® consultants. For end users, The Sleeter Group annually produces Introduction to QuickBooks®, a Glencoe/McGraw-Hill published textbook used by colleges and vocational schools across the country. The Sleeter Group also publishes "The Desktop Accountant" - the nation's most popular online newsletter for professionals who help clients with QuickBooks®.

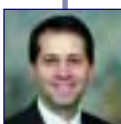
Our expertise in product training complements our breadth of experience in managing a QuickBooks® consulting practice for greater profit and efficiency. This year, we have added an additional seminar to share our years of experience building and supporting QuickBooks® consulting practices across the nation. If you are interested in streamlining your consulting practice, this "Managing & Marketing Your Practice" seminar is a must-attend.

In addition, we continue to offer our annual QuickBooks® Technology Workshop that covers new changes and techniques in QuickBooks® as well as other technology topics of interest to consultants.

Our Experts



DOUG SLEETER — A pioneer in developing the first QuickBooks® seminars in the country, Doug's in-depth knowledge of QuickBooks® and his "systems" approach to solving small business accounting problems has marked him as one of the nation's leading QuickBooks® experts. Doug is the author of numerous books including Glencoe/McGraw-Hill's textbook series "Introduction to QuickBooks® Pro." Doug has vast experience, from CPA firms to the software industry working with software developers and industry leaders Apple Computer, Adobe Systems, Silicon Graphics and Quorum Software. Doug's unique expertise and experience is the hallmark of quality we place on every Sleeter Group seminar.



JOE WOODARD — In addition to 14 years of public speaking and training, Joe worked as an associate at a CPA firm where he developed a highly successful QuickBooks® training and consulting practice. He has extensive experience in accounting, tax preparation, consulting and marketing. Joe manages The Sleeter Group's east coast office in Atlanta, Georgia.



PHIL GOMEZ — Over the past six years, Phil has helped more than 40,000 professionals across the country get the most from QuickBooks®. Phil was named "Speaker of the Year-2001" by the National Society of Accountants and joins "The Sleeter Group Team" this year to assist in meeting the growing training needs of our national client base.

Reasons to Attend

Why You Need To Attend These Programs



Our QuickBooks Technology Workshop

Our Managing and Marketing Seminar

- 1 Learn Insider Tips** — We reveal undocumented information, special fixes, workarounds, and insider shortcuts that you won't find anywhere else.
- 2 Prepare Yourself to Troubleshoot Complex QuickBooks® Problems** — You simply cannot be wrong about your clients' QuickBooks® files! You'll see actual case studies and leave with valuable diagnostic tools you need to confidently find and troubleshoot your clients' toughest problems quickly and efficiently.
- 3 Learn About the Latest Developments at Intuit** — You'll learn about important new products available from Intuit that help you meet specific client needs such as Point of Sale, Construction, and Plug-in applications from hundreds of software developers.
- 4 QuickBooks® No Longer Stands Alone** — Learn how the QBXML interface allows you to tailor your clients' accounting systems to use QuickBooks® 2002 with specialized applications from other companies.
- 5 Discover Options for Clients Who Have Outgrown QuickBooks®** — Learn how to determine when your clients' needs are beyond the scope of QuickBooks®. We'll discuss several software solutions to meet the needs of larger clients.
- 6 Learn our Unique Setup Methods, Tips and Shortcuts** — There is much more to setting up a QuickBooks® file than just running the EasyStep interview! Our workshop includes exclusive setup techniques and workarounds that will ensure the accuracy of your client's QuickBooks® setup information.
- 7 The New Accountant Edition Provides New Consulting Tools** — Learn how to use the Accountant Edition to track changes your client makes to closed periods and reconciled bank transactions. Also learn how to remotely access your client's QuickBooks® file.
- 8 Help Your Clients Make Better Business Decisions** — Clients are demanding your help to get better reports from QuickBooks®. We'll show you how to easily help them turn their accounting data into valuable business intelligence!
- 9 Receive Help for Your Clients' Specific QuickBooks® Needs** — We welcome questions during the seminar and our instructors are available during the breaks and at the end of each day to address your specific QuickBooks® issues.

- 1 Seize the Opportunity** — There are over 3 million QuickBooks® users across the country. QuickBooks® consulting services typically demand higher billing rates than bookkeeping and write-up services (up to \$150/hour). We will show you how to expand your practice to include software consulting without the need to replace existing bookkeeping staff.
- 2 QuickBooks® Users Provide Unique Consulting Challenges** — QuickBooks® is often used by small business owners who are either unable or unwilling to pay you what you deserve. Many of these businesses are not supported regularly by a bookkeeper or CPA firm and do not have accurate financial reports. Learn how to overcome common client objections to your fees and how to manage difficult client relationships.
- 3 The QuickBooks® Consulting Market is Constantly Evolving and Increasingly More Competitive** — To compete in today's QuickBooks® consulting market you must stay on the cutting edge. We provide innovative marketing strategies that will help you to stay one step ahead of the competition.
- 4 QuickBooks® Consulting Builds Your Small Business Client Base** — Every Small Business owner is a potential QuickBooks® consulting client. Every QuickBooks® consulting client is a potential tax and business consulting client. Learn The Sleeter Group's proven system for using QuickBooks® consulting to attract and keep new clients.
- 5 Use New Developments at Intuit to Expand Your Consulting Practice** — QuickBooks® now integrates with a wide range of applications. Learn how to use this exciting new development to create additional consulting services and how best to market these services to small business owners - including your existing clients.
- 6 The Growing Online Accounting Market** — Online accounting provides new opportunities for accountants and accounting software consultants. Learn how Intacct can help you build an online web-based "e-Practice."
- 7 Learn How to Market Your Services to Specific Industries** — Different industries have different accounting and software needs. Learn how to meet the needs of four specific industries (Medical, Retail, Construction and Not-for-Profit) when marketing your services.
- 8 Increase Productivity and Reduce Non-Billable Time** — We will provide proven practice management strategies for reducing administrative time and streamlining QuickBooks® consulting engagements. Each student will receive two comprehensive engagement flowcharts - for setup and data file analysis engagements!
- 9 Sample Engagement Letters** — Each student workbook contains ten sample engagement letters including Data File Setup, Payroll Setup, Data File Analysis, Troubleshooting engagements and more!

"I found the marketing information very useful. I actually woke up at 4:00 am thinking about new marketing ideas!"

- Barry Paddock II,
Evansville, IN

"I was extremely impressed by the great information and will refer associates to use this for their businesses."

- R. Hernandez-Garcia,
San Jose, CA

"This is the most practical seminar I have ever attended. You saved me hours of time. We had three people here and I have no reservations about the value we received for the money spent! Great job with balancing the material to be presented!"

- D. Lafferty,
Memphis, TN

What You Will Learn...

QuickBooks Technology Workshops

T O P I C S

Packed with New Topics this Year!

New Features of QuickBooks® 2002

- ▶ Find out About the Exciting New Features in QuickBooks® 2002
- ▶ Compare the Editions - Basic, Pro, Premier, and Premier Accountant Edition

Things Accountants Must Know About QuickBooks®

- ▶ Adjusting Income by Item in QuickBooks® — The Right Way!
- ▶ Special Fixes and Workarounds
- ▶ The Best Way to Handle Bounced Checks
- ▶ Journal Entries — When and How to Use Them
- ▶ Password Protecting Retained Earnings After Closing the Year
- ▶ Inventory Issues
 - Knowing When to Use the QuickBooks® Inventory Feature
 - Tracking Inventory for Manufacturing Companies
- ▶ What to Do When Your Client Loses the QuickBooks® Password
- ▶ Using the New Accountant Edition to:
 - Remotely Access your Client's QuickBooks® Data
 - Transfer Files Between You and Your Clients
 - Create Reversing Journal Entries
 - Generate Financial Analysis Reports
 - Track Changes Made to "Closed" Periods
 - Track Changes Made to Reconciled Transactions
- ▶ Handling the Needs of Clients Who Have Outgrown QuickBooks®
 - Indicators for Determining if Your Client is too Big for QuickBooks®
 - Alternatives to QuickBooks® for Your Growing Client

Handling Tricky Situations and Transactions

- ▶ Mid-year Setups, Setting up 1099 Balances in Mid-year
- ▶ When Customers are Vendors
- ▶ Credit Card Refunds — Making the Bank Reconciliation Easier
- ▶ Handling Customer Deposits and Retainers

Integrating QuickBooks® with Other Applications

- ▶ How QBXML Allows Independent Developers to Integrate Solutions with QuickBooks®
- ▶ What Integration Solutions are Available Today?

Online Accounting Technology

- ▶ What's New with QuickBooks® for the Web, Oracle Small Business and Intacct.
- ▶ How Does Online Accounting Technology Help you Serve Clients?
- ▶ What you Should Do this Year Using Online Technologies.

Creating Reports to Meet the Needs of Your Clients

- ▶ The Principles of Report Customization
- ▶ Limitations — What You Can Do and What You Can't Do With QuickBooks® Reports
- ▶ Cash vs. Accrual Reports in QuickBooks®
- ▶ Using QuickBooks® to Create GAAP Financials

Payroll Tips, Tricks and Troubleshooting

- ▶ The Trade-offs of Using QuickBooks® vs. Payroll Services
- ▶ Entering After-the-Fact Payroll in QuickBooks®
- ▶ Downloading and Importing Data Directly from Paychex
- ▶ Job-Costing Payroll When Using a Payroll Service
- ▶ Tricks to Making QuickBooks® Payroll Work Smoothly
- ▶ Accruing and Job-Costing Worker's Compensation
- ▶ Using Excel to Enhance Payroll Reports

Sales Tax Issues

- ▶ Sales Tax Changes in Version 2002
- ▶ Finding and Repairing Sales Tax Problems

Troubleshooting QuickBooks® Files

- ▶ Assessing the Health of the Data File — Quarterly Analysis Design and Implementation
- ▶ Troubleshooting Client Errors — Getting to the Root of the Problem
 - Fixing Common Mistakes in A/R and A/P - 5 Case Studies
- ▶ How to Repair Corrupted Data Files
 - Finding and Correcting Corrupted Transactions
 - Repairing Data Files with Out of Balance Balance Sheets
- ▶ Knowing When To Start Over With a New Company File
 - Determining When The File is Beyond Repair
 - Removing All Transactions from a QuickBooks® Data File
 - Salvaging as Much Data as Possible
- ▶ Correcting, Tracking, and Preventing Changes Made to Closed Periods

Data File Setup

- ▶ The Sleeter Group's 12-Step Setup
- ▶ Troubleshooting Setup Problems when EasyStep Interview was Used
- ▶ Why Use Opening Balance Equity?
- ▶ How to Verify the Accuracy of Your Setup

Warning! If you do any of the following, you are creating problems in your clients' data files

- If you use an "Opening Balance" Item to enter Open Invoices when setting up the file, you will distort your client cash basis and job costing reports — possibly for years!
- If you use a Journal Entry to adjust income accounts, 90% of your client's QuickBooks® reports will be inaccurate!
- If you enter the book balance as the opening balance for bank accounts, the Bank Reconciliation feature will show incorrect information!
- If you use an Invoice to record a bounced check or unearned income, QuickBooks® overstates sales in the Sales by Item report.
- If you use a payment item to reduce the amount of an Invoice, the statement for that customer will be incorrect.
- If you use a Journal Entry or the new Adjust Sales Tax feature to correct the balance in Sales Tax Payable, your client's Sales Tax Liability and Sales Tax Revenue Summary/Detail reports may be inaccurate.

In this workshop, we'll show you how to avoid these mistakes.

"As a three year attendee, I still keep coming back to stay current in an ever changing environment!"

- D. Kuhagen,
Courtland, CA

Attend both a QuickBooks Technology Workshop and a Managing and Marketing Your Practice Seminar and receive a 10% Discount!

**To Register for these seminars,
please visit our web site www.sleeter.com
or use the Registration Form Insert...**

(Missing the Seminar Schedule and Registration Form?
Call us at 888-484-5484 and we will fax you a copy!)



What You Will Learn...

Managing and Marketing Your Practice

T O P I C S

The Changing Accounting Technology Market

- ▶ Sizing up the Opportunity for Software Consulting
- ▶ New Developments at Intuit
- ▶ Intuit Developer Network — How Intuit is Opening up QuickBooks®
- ▶ Online Accounting Update

Client Management

- ▶ The Four Levels of Client Engagements
- ▶ Turning QuickBooks® Clients into Tax & Business Consulting Clients
- ▶ Pricing Services for the Best Return
- ▶ Remotely Accessing Client's Files

Engagement Management

- ▶ Reporting Standards (SSARS No. 1 vs. SSARS No. 8)
- ▶ Using QuickBooks® Data for GAAP
- ▶ Engagement Letters for QuickBooks® Consulting Engagements
- ▶ Engagement Flowcharts (Setup and Quarterly Analysis)

Managing Client Data Files and Documents

- ▶ Remotely Accessing Client Data Files
- ▶ Using the QuickBooks® Remote Access Feature
- ▶ Supporting Clients on Multiple Versions of QuickBooks®

Expanding Your Practice Beyond QuickBooks®

- ▶ The Intuit Developer Network
- ▶ Using Add-in Applications to Increase Your Service Offerings
- ▶ Guidelines for Screening and Reviewing Integrated Applications

Online & Outsourced Accounting

- ▶ The Online Accounting Concept
- ▶ The Outsourced Accounting Concept
- ▶ Terminal Server Technology and Your Practice
- ▶ Creating a Web-Based "e-Practice" with Intacct

Marketing Methods

- ▶ Basic Marketing Principles
- ▶ Advertising Campaigns
 - Direct Mail
 - Print Advertising
 - Brochures
 - Email
 - Fax
 - Web-based Promotion
- ▶ Encouraging Personal Recommendations
- ▶ Marketing Your Services to Specific Industries
 - Not for Profit Organizations
 - Legal Firms
 - Medical Practices
 - Contractors
- ▶ Networking Strategies

Using Seminars to Grow Your Practice

- ▶ Pricing Your Seminar for the Best Return
- ▶ Seminar Promotion — Proven Strategies for Filling the Room
- ▶ Practical Guidelines for Seminar Presentation and Implementation
- ▶ Turning Students into Clients

Making the Sale

- ▶ Interviewing Prospects & Determining the Need
- ▶ Overcoming Objections
- ▶ Follow-up Strategies

Staff Management

- ▶ Human Resources — Tips for the Practice Manager
- ▶ Testing, Training and Hiring New Staff
- ▶ Compensation and Profit Sharing Models

To Determine if You Should Attend, Ask Yourself, "Did You Know?"...

- The Intuit Developer Network has dozens of new partners to meet the unique needs of your QuickBooks® clients.
- CPA firms across the nation are abandoning write-up in favor of accounting software consulting. We'll tell why and give you practical strategies for making the change without losing your existing clients and staff.
- By providing QuickBooks® training you can dramatically increase your business client base this year. We will show you how to get a start (and get ahead) in the very competitive QuickBooks training market.
- Numerous accountants have increased billable hours by packaging "buy-ahead" plans.
- Using online accounting technology to provide outsourced book-keeping services can help you to realize thousands of dollars in additional revenue. Learn how just one of our consultants is billing over \$70,000 on a single outsourced accounting client.
- When using direct mail to market professional services and training, the average response rate is less than 0.5%. We'll provide you with practical, effective alternatives to direct mail advertising.

- Attend both a Managing and Marketing Your Practice Seminar and a QuickBooks Technology Workshop and receive a 10% Discount!
- This new seminar introduced at the end of 2001 is a best seller. Sign up now before it is sold out.
- In selected cities, we will have a fully hosted reception presenting our Accounting Technology Solutions Pavilion. While you enjoy refreshments courtesy of The Sleeter Group, view solutions specifically designed for you and your clients!

"The Client Management section and Engagement Management sections alone paid for the seminar - great job guys!"

- M. Sheary,
Rockville, MD



Sleeter Group Alliances

AIPB

American Institute of
Professional Bookkeepers

About the American Institute of Professional Bookkeepers (AIPB)

Attend any seminar and The Sleeter Group will pay for your 6-month membership in this national association and certifying body for bookkeepers. (Not available to current or former AIPB members.) Includes free technical news updates, free telephone AnswerLine for accounting and payroll questions, free digests of professional readings, and more. For all benefits, visit www.aipb.org.



Small Business Solutions

Attend a Sleeter Group 2002 seminar and D&B Small Business Solutions will give you a \$75 credit you can use to order lists of sales leads, a FREE D&B Credit eValuator Report, and a FREE D&B Industry Report. It's a total \$114.98 value - yours FREE.



ReportWiz - State Payroll Tax Software for QuickBooks® Users

Time is Money! Don't waste it filling out state payroll tax returns. State payroll tax forms are a snap with ReportWiz from DGR Software. ReportWiz extracts information from QuickBooks and produces ready-to-file state payroll tax forms. ReportWiz 2002 is compatible with QuickBooks 99 through 2002 and is available for most states. \$99 for multi-company version. Order online at www.dgrsoftware.com or phone 800-775-3242.



The Sleeter Group is pleased to announce a new relationship with Gear Up. Frequently, we have heard praise from our clients for the high quality tax seminars Gear Up provides. If you are in tax practice and have not attended a Gear Up seminar before we suggest you do so this year.

We encourage you all to check out our website (www.sleeter.com) and the web site of Gear Up (www.gearup.com) for more information.



Intacct Online Accounting Solution

During our 2002 Seminar Season, we will continue to update our clients on the latest developments in Online Accounting Solutions. This year, we will ask Intacct the hard questions about the challenges and benefits of online professional accounting. Intacct recently received praise from Infoworld Magazine and the AICPA for its "highly customizable" capabilities and "excellent customer support." They lauded Intacct as being a "versatile, professionally groomed accounting system." Learn if online accounting is right for your practice.



The Sleeter Group, Inc. is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN, 37219-2417. Telephone: 615-880-4200.

The Sleeter Group is registered with State Board of Accountancy in Illinois. We are also registered with the Internal Revenue Service for Enrolled Agents.

"This was hands down the best software seminar I've ever attended! You've done a fantastic job - now I have to get more clients and put this information to use!"

- R. Brophy, Winter Park, FL

"A very well planned seminar - not overwhelming, but quite informative."

- M. McLaughlin, La Mesa, CA

"Perfect length of time packed full of useful information which I can utilize immediately."

- C. Edsell, Corona, CA



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Additional Sleeter Group Resources



Share the Workshop With your Entire Accounting Team! Seminar Video Series Available!



Our seminars are offered on video cassette. The video series features a professionally taped version of our live seminars, seminar workbooks and sample files. Purchasing the video series enables you to share this in-depth material with the members of your practice. Extra CPE tests are available.

Available Now: 2001 QuickBooks & Accounting Technology Conference:

Our popular 3-Day Conference-taped in late 2001 (includes 2002 updates and special 2002 supplement). NASBA Approved 17 CPE credits \$437

Available for Pre-Order Now: 2002 QuickBooks Technology Workshop:

Our 2-Day Workshop (expected to ship late summer). Estimate 12 CPEs \$395

2002 Managing and Marketing Your Practice Seminar:

Our 2-Day Seminar (expected to ship late summer). Estimate 12 CPEs \$495

Additional CPE Exams (Per Person) \$49

Certified Consultant Network



Our Certified Consultants Network is a nationwide network of accountants and consultants whom we support with technical and marketing assistance, products, training, and business referrals. We provide credibility for you and your firm through testing, a Sleeter Group certification logo, and a prominent presence on our website that receives thousands of visits each month. Our network members receive discounts on seminar registration and products! We also have a suite of web-based services we offer exclusively to members of our network. Visit our web site www.sleeter.com for details

Standard Membership \$395

Premium Membership \$1195



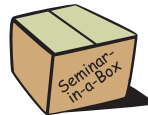
The QuickBooks® Consultant's Reference Guide

Our clients refer to this reference guide as their "QuickBooks® Bible" Designed for professionals who work with QuickBooks® for a living, this 575 page reference guide is filled with time saving checklists and charts to help you provide cutting-edge support! This is the definitive how-to guide for setting up, troubleshooting, and supporting QuickBooks® and QuickBooks® Pro software.

Our Best Seller! The Consultant's Reference Guide \$84.95

Seminar-in-a Box

Presenting QuickBooks® Seminars is one of the best ways to build your consulting practice. We have done the hard work for you. With this product, you will have everything you need to get started right away. Includes PowerPoint Presentations for 3 seminars, instructor copies of workbooks, data files, planning checklist, and marketing flyer template.



Seminar in a Box \$795



More QuickBooks® Resource Books

Our reference books are based on years of experience in QuickBooks® consulting as well as in-depth research on all facets of the software. We combine software expertise with an accounting perspective to bring you the best of both.

Introduction to QuickBooks Pro 2001-
written by Doug Sleeter, published by
Glencoe/McGraw-Hill \$68

Introduction Seminar Workbook \$34.95

Advanced Seminar Workbook \$34.95

Successful QuickBooks® Consulting ... \$34.95



**Note: Seminar attendees receive discounts on many of our products.
Order products at www.sleeter.com or by phone: 888-484-5484**

"Joining the Sleeter Group Certified Consultants Network has caused the QuickBooks® portion of our business to triple in dollar volume. Clients are locating us on the Internet through the website and calling for help. The information taught in the workshops, the great reference books, and the on-line help gives me the confidence I need when meeting with clients. QuickBooks® will become a financial tool for your business if you take the advice of The Sleeter Group."

- Jan Tartoni
Virginia Beach, VA



The Sleeter Group's 2002

QuickBooks® Technology Workshops

AND

Managing and Marketing Your Practice Seminars

“Helping You Help Small Business”

NEW
For
2002!

Learn from the nation's leading small business accounting software experts.

We have trained over 20,000 CPAs, accountants, bookkeepers, software consultants, and small business owners through hundreds of workshops and conferences. Our nationwide network of CPAs, EAs, Accountants, and Software Consultants provides some of the highest quality QuickBooks® support available.



www.sleeter.com

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