



The Accounting Library Reseller Edition You Need It Your Customers Need It

The Accounting Library

The Accounting Library – Reseller Edition brings together for the first time all of the tools a reseller needs to win more business and at the same time serve the needs of their customers more effectively.

When you invest in *The Accounting Library* - Reseller Edition, you will receive everything you require to become more successful and help your customers become more successful as well.

- Compare your product against your competition to help you sell more effectively.
- A 300+ page sales and marketing manual designed specifically for accounting software resellers.
- A comprehensive end-user guide which leads your customers from a needs definition to the confirmation of the fit with the product you represent and finally through planning, installation and implementation.
- An easy-to-follow guide that takes complex business objectives like BPR and TQM, restates these methodologies in practical terms, and helps your customers achieve true Business Excellence.
- A powerful Needs Analysis Program that combines a questionnaire listing 2,500+ features together with a database of 100+ products into the most powerful reseller tool available.

The single most frustrating aspect of selling accounting software is losing business to a competing product, knowing that the product you represent is a better fit!

What if you could attract a prospect's attention the first time you talk to them?

What if you could offer your prospect something which your competition doesn't offer?

What if this had nothing to do with accounting software, but everything to do with business success?

The Accounting Library – Reseller Edition is the most powerful sales and marketing tool you can utilize to attract and hold the attention of your prospects by showing them the path to real business success.

Many people have heard of concepts such as Business Process Reengineering (BPR), Total Quality Management (TQM), and others, but few organizations have implemented them with any real success. The problem is quite simple. These concepts are just too complex.

The Accounting Library – Reseller Edition has taken a much more practical approach to business success. We cover the same topics, but use terms which your customers can understand and of greater importance implement.

If you can offer this self-help approach to achieving what we call Business Excellence, many of your prospects will become so excited they will want to talk to you and exclude your competition. That's the power which can be released by selling Business Excellence rather than just accounting software.

We will tell you how to use Business Excellence as a marketing tool. We will tell you how to manage the entire sales cycle from your first contact with a prospect right the way through to signing the contract. In one publication you will receive everything you need to become more successful.

INVEST IN YOUR FUTURE TODAY BY INVESTING JUST \$395 IN *THE ACCOUNTING LIBRARY* - RESELLER EDITION. YOU HAVE EVERYTHING TO GAIN, AND NOTHING TO LOSE.

SOLUTIONS

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The Accounting Library – Reseller Edition

Releases the Power of Business Excellence

The Challenge

The Accounting Library - Reseller Edition has been designed to give resellers the ability to increase their closing ratio by shutting out their competition as early as possible in the sales cycle. It accomplishes this goal by giving prospects the opportunity of achieving greater business success through Business Excellence, a phrase coined to describe the process of critical self-analysis and improvement all organizations should undertake continuously.

The problem is that this rarely happens with any degree of success. Concepts such as Business Process Reengineering and Total Quality Management are just too complex for most organizations. Most organizations don't know where to begin. Most resellers don't offer such in-depth consulting services. Their expertise lies in technology, not business consulting.

The Path to Business Excellence

The Accounting Library - Reseller Edition lets resellers offer their prospects this path to success through Business Excellence. Many prospects will be interested in more than just accounting software. They may not voice this desire, but it's there. If one reseller places them on this path to success, and other resellers are just offering software, which reseller will the prospect want to talk to? It isn't just software any more. It's much more, and that's the hook you can use to eliminate your competition.

Volume I - Sales and Marketing Manual

The Accounting Library - Reseller Edition is actually three separate books, together with a powerful needs definition and software selection computer program. Volume I is a powerful sales and marketing manual written specifically for accounting software resellers. Its 300+ pages starts with the first contact with a prospect, takes the reseller by the hand and leads them through each phase of the sales cycle. At each point we

discuss objectives, strategies, tactics, and closing opportunities. It teaches resellers how to utilize the notion of Business Excellence to attract and hold a prospect's attention. It teaches resellers how to motivate a prospect to eliminate your competition for you, not by comparing functionality, but by using the notion of Business Excellence. You can offer this path to success and your competition cannot. Everything you need to increase the effectiveness of your sales and marketing skills will be provided for you in a single manual.

Volume II - The Needs Definition Program

Volumes II and III are designed to be provided to your customers as an integral part of your product and service package. This manual and the needs analysis program will help you prove the fit between your product and your prospect's needs. Once that has been accomplished, your competition will be eliminated permanently. It's just that simple. In addition, the manual discusses planning, installation, and implementation.

Volume III - Business Excellence

Business Excellence isn't that difficult to achieve. The problem is that most textbooks have made the process too complex for most organizations to understand. We have taken a much more practical approach to achieving business success. All of the basics are covered; Change, Revenue and Gross Margin Enhancement, Efficiency and Effectiveness, Excellent Employees, Organizational Excellence, and finally Process Improvement. Each phase of the analysis and improvement process is discussed so that your customers will understand what they need to do and how they should organize themselves for success.

When you combine Business Excellence with the Sales and Marketing Manual, you will be able to achieve greater success and your customers will achieve greater success as well. That's the way it should be.