

# ProgressMasters



## WHAT IT IS

An ongoing bookkeeping and financial advisory service to help Private Label ecommerce sellers get profitable, get out of debt and grow their businesses.

## WHO IT'S FOR

- You're an ecommerce seller with sales over \$1M in revenue from multiple sales channels
- You're using an inventory management system
- You want to reduce debt, increase profit and grow their businesses
- You agree with our summary JE approach to sales and inventory tracking in the books

## WHO IT'S NOT FOR

- Your sales are less than \$1M
- You want inventory unit tracking and individual sales recorded in your books
- You are not "all in" on creating systems and managing your business to create the desired results
- You use an accounting system other than QBO or Xero
- You only want to report your top line revenue on social media

## GOOD REASONS TO BUY

- You want to understand your numbers so you can be more confident in your decisions
- You want to understand profitability at the SKU level so you can take appropriate action on product offerings, pricing, etc.
- You want to get ahead of all the hustle by creating 90-day plans and work on your business to grow strategically not just on the latest whim
- You want the support of a few colleagues that can become your board of advisors
- You want to get ahead on cash flow and pay down debt

## BAD REASONS TO BUY

- You want someone to tell you what to do and not do any work or make tough decisions
- You want to solve your problems right now. Our approach takes time as it's about growing your financial skills along with your business.



## WHAT IT INCLUDES

- SmartBooks Accounting
  - Up-to-date financials optimized for management decision making
  - Spotlight reporting that show your performance against other industry averages
  - Margins software and profitability analysis
- In-Focus 90-day planning
  - Meeting with the bookskeep team to develop the initial plan
  - Monthly follow-up meetings to discuss success and plan for next 90 days
- Every 6 months, select two initiatives from this list:
  - Profit First Assessment and Implementation
  - New Product Profitability Analysis as part of your product development process
  - KPI Development and Reporting
  - Cash Flow Forecasting
  - Inventory Health Analysis
  - Fortress Accountability Group membership

## WHAT IT DOESN'T INCLUDE

- Tracking and monitoring your inventory or product costs
- Income tax preparation and filing
- Sales tax filing

## THE FINE PRINT

- **Must be "All In":** We are your cheerleader and guide; you must do the work.
- **Must grant access:** We must have access to bank accounts, sales channel accounts, inventory management systems and other tools that will provide business insight data; must use QBO, Xero, A2X (if Amazon) and have an inventory system in place.

## THE FIVE STAR REVIEWS

New product – no review yet