

ZOHO Invoice

Accountants Guide

Invoicing In The Digital Age: Start Your Journey With Zoho Invoice

The Technology Lab, a podcast presented by CPA Practice Advisor, is helping the accounting community with credible subject matter experts' advice on software selection.

The industry experts and hosts of this podcast, Randy Johnston and Brian Tankersley, featured Zoho Invoice and made a detailed review of it. The key highlights of this podcast has been captured in this Ebook.

Randy Johnston has been an entrepreneur, technologist, and teacher for most of his career. He has helped start and run many businesses, founded Network Management Group, Inc., and owns half of K2 Enterprises. He has written for accounting and technology publications for four decades, and for CPA Practice Advisor since 2000.

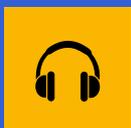


Randy Johnston

Brian F. Tankersley, CPA, CITP, CGMA, is a consultant who advises firms and companies on accounting technology issues. He has made presentations in 46 of the 50 U.S. states, and served as a guest speaker for many professional accounting organizations across Canada. He has over 20 years of professional experience in accounting, auditing, technology, and education.



Brian F. Tankersley



How Zoho Invoice can help accountants go digital with their clients - **scan QR code to hear from the experts**



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Stand as advocates of digital transformation

Digital transformation has revolutionized the accounting industry. As an accountant, you can go beyond mere bookkeeping and be strategic advisors for your clients' businesses.

However, if your clients refuse to embrace digitalization, it might be chaotic for both you and your clients to thrive in today's business ecosystem. So, it's high time accountants start advocating for digitalization, starting with Account Receivables.

Some businesses feel apprehensive about going all digital, thinking it as a costly commitment. As their trusted advisors, you can navigate your clients towards SMB-friendly solutions like Zoho Invoice.



Randy Johnston

"And you may say, why would I, why would my client want an invoicing tool? And a lot of times I hear complaints from people about, oh, I don't wanna pay that for this tool that only you use."

Zoho Invoice can help your clients customize professional invoices, automate the payment collection process, simplify financial analysis, and a lot more for absolutely free.



Brian F. Tankersley

"...so the beautiful part about this, now, is you put Zoho Invoice in front of them.... and they can bid goodbye to handwriting invoices and you get electronic records and it's free."

1. Your personal collection assistant

Notoriously called “the assassins of small businesses,” late payments have a substantial indirect effect by impacting a company’s cash flow, increasing administrative burden, and eventually damaging customer relationships.

While payments can be delayed for multiple reasons, a few surefire ways to reduce their likelihood is to ensure your invoices are sent on time, make it easy for customers to pay, and to stay on top of late invoices.

“You can integrate Zoho Invoice with multiple online payment gateways where people can pay using debit or credit cards. This will even help your cash flow by getting you paid 10-15 days faster. It is also a tool that automatically sends payment reminders to clients.”

“...It’s like you’re adding a kind of subtle collections person to your organization.”



Brian F. Tankersley

- 🕒 Zoho Invoice is integrated with multiple payment gateways and **provides different payment options**, such as cards, cash, checks, and ACH to help business owners collect payments faster.
- 🕒 With Zoho Invoice, businesses can **send automated reminders** to their customers when their payments are near due or overdue, helping to increase cash flow and reduce delayed payments.
- 📊 Zoho Invoice **shows real-time cash flow data on the dashboard** to help businesses make well-informed business decisions.

2. Go professional

While most look at the invoice as just a tool to get paid, it is much more than that. It establishes trust by reinforcing professionalism, strengthening brand identity and, when done the right way, could retain customers and help you get more business.

So, go that extra mile for your clients with Zoho Invoice that doesn't stop with immaculate invoicing but goes beyond that in various ways.

"You have invoice templates. You can have nice invoices, you can put your logo in there, you can invoice in multiple currencies. You have multiple languages. You can schedule invoices. Well, with Zoho Invoice you can do estimates, capture expense receipts, upload them, and track all the unpaid invoices using the interactive client portal."



Brian F. Tankersley

-  Zoho Invoice lets businesses **create professional-looking estimates and invoices**. They can play with font and background colors, add their logo, include a digital signature, and perform more customizations.
-  **Handle global business transactions effortlessly** with multilingual and multi-currency functionalities.
-  Business owners can easily **log their time spent and invoice their customers by the hour or project** including billable expenses.
-  With the **self-service portal** of Zoho Invoice, SMBs can keep their customers in the loop by offering them the convenience of accessing their estimates, invoices, and timesheets in a single place.

3. Bid goodbye to paper receipts

There were days when business owners used to keep their receipts in shoe boxes and their accountants were stuck slogging away with crumpled piles of papers. The next generation moved to spreadsheets to manage their expenses, hoping to make things easy for them and their accountants. However, they still ended up spending countless hours on data entry and chasing outdated spending records.

A simplified tool to track expenses is the solution.

 With Zoho Invoice, your clients can **record, view, track, modify, and categorize all their business expenses in one place**. Even the miscellaneous expense receipts can be instantly scanned and uploaded into the solution.

 Zoho Invoice **presents the expense data in an analyzable format** that illustrates their spending patterns and helps them in data-driven decision making.

“Zoho Invoice has the ability to capture those expense receipts and upload them. And it also has a mileage tracker in it, too. I just keep looking at all the operational things you’d need. This platform has it all for your clients and your firm.”



Randy Johnston

4. Absolutely free forever

While you are pushing your small business clients to adopt digital invoicing for all the right reasons, they have their own set of apprehensions. They might be operating on a shoestring budget and refuse to adopt to a paid software to manage their finances. Ironically, the outdated methods that businesses have been relying on for years are actually leaching their money, making this an unending vicious cycle.

“ ...So the beautiful part about this now is you put Zoho Invoice in front of them.... and they can bid goodbye to handwriting invoices and you get electronic records and it's free.”



Randy Johnston

We have worked closely with several small businesses all over the world and witnessed how Zoho Invoice has helped them in a myriad of ways as an invoicing and time-tracking solution. Witnessing many success stories first hand, we decided to make the sleek invoicing experience accessible to the entire small business community and made Zoho Invoice free forever.

Zoho Invoice, a user-friendly and universally accessible invoicing software with native apps for mobile devices is now completely free for all businesses.

5. Data privacy at its heart

In today's digital world where data is the new oil, the newsflashes of tech giants penalized for harvesting and monetizing users' personal data have become an everyday event. This is especially true with companies that offer "free" products in exchange for their users' personal data to prop their bottom lines, proving the adage, "If you don't pay for the product, you are the product."

Zoho Invoice stands out by standing by its data privacy commitment.

"They do not have selling data as part of their business model; they protect it no matter what. Being able to retain the trust and confidentiality of my clients this way is a big deal, and that's another reason to go to Zoho."



Brian F. Tankersley

- ✓ We at Zoho treat your data just like we wish ours to be treated: responsibly. We are committed to treating your privacy as a principle, not just a policy. Zoho Invoice, a free product, nevertheless, abides by this commitment.
- ✓ We don't own your data. We will never sell your data. We will never do advertisements. There are no hidden agendas, double-dipping, or back-door deals with advertisers.
- ✓ We do not profit in any way that compromises the trust our customers bestowed in our service.

Be the catalyst of growth

As an accountant who may have hundreds of SME clients, you have extensive experience of what works for businesses. You understand the underlying fundamentals of your clients' businesses and are well-placed to advise those who are struggling to initiate digital change.



Brian F. Tankersley

"...Everybody says they want their clients to work with them digitally. Okay? And you have to help them make that behavioral change.

So you have to get them away from doing those manual books of invoices with NCR paper and you have to get them to do it on their phone. And you're gonna have to hold their hands the first few times and have to show them how when they get a payment to log that the money came in, and have that logged in for the cash payments that came in.

*Sometimes the best way to get a good client that works with you digitally is to build it by training them and by getting them into these tools. **Zoho Invoice is an option for those folks that bring you in this mess of paper and all this nightmare stuff.** This is an option to get it changed for next year so that you don't have to do this next year."*

Start your journey as a torchbearer in the path of digitalization for your small business clients.

“One parting thought for me on this one is, coincidentally, you might be able to use these tools in your own practice for certain types of things, and once your team is using them, it will be easier to train your clients on them too. And Zoho has a program to put these tools in your hands at, you know, very low cost to no cost.”



Brian F. Tankersley

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