

# WHO'S WHO

**AMONG THOSE  
SERVING THE  
TAX &  
ACCOUNTING  
PROFESSION**

## BUSINESS MANAGEMENT SOFTWARE

Sage North America

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**About the Sage Accountants Network:** The Sage Accountants Network is a program of product solutions, support and benefits serving approximately 24,000 accountants and bookkeepers who support Sage products across North America. At Sage we recognize the work you do, providing top-notch business and financial services to our mutual clients, and we've created a program to support you and your business.

**About Sage:** Formed in 1981, our parent company, the Sage Group plc, is a leading supplier of business management software and services to more than 6 million customers worldwide. From small start-ups to medium-sized companies, we focus on giving our customers the freedom, confidence, and control they need to achieve their business ambitions.

# Introducing the Fundamentals of High-Performing Firms

*Realizing Your Business Ambition, One Step at a Time*

Accountants rely on Sage support to help their clients succeed, both with accounting solutions and connected services; however, the commitment Sage has to the accounting professionals doesn't stop and start with our accounting solutions. With the launch of Fundamentals of High-Performing Firms, a curriculum-driven practice development and optimization program designed for accounting professionals, the Sage Accountants Network (SAN) positions itself as a go-to resource for marketing information and practice management solutions specifically designed with step-by-step guidance to ensure accounting professionals achieve their business ambitions.

Based on recent survey findings, the Sage Accountants Network identified that 26% of accounting professionals identified time management as their biggest business challenge. This obstacle was second only to getting new clients, which was identified as the biggest business pain point by 33% of those surveyed.

Regardless of what your business pain point is, Sage North America is committed to providing best-practice education and training to accounting professionals. In conjunction with thought leaders in the profession and marketing experts, Sage developed an actionable curriculum to address these key accounting firm obstacles called the Fundamentals of High-Performing Firms.

Jennifer Warawa, vice president of Sage Partner Programs, acknowledges the challenges many firm owners face in today's competitive landscape. "As accounting practices vie for new clients, being the best accountant or consultant in your region is not enough. How do you ensure prospective clients understand your firm's value propo-

sition? It really is about developing business acumen in areas outside of accounting to maximize every touch point in your prospect funnel. You need to develop skills and action plans that help you define your brand meaning and maximize your online exposure."

Whether it is in marketing or practice management, Sage recognizes the time constraints and obstacles accountants face when beginning a new process.

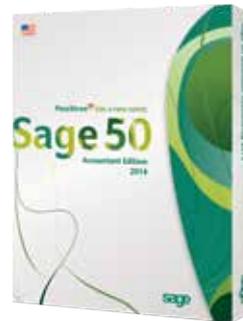
Warawa explains, "After doing the accounting conference circuit and meeting with accounting professionals year after year, we began to see a pattern. Gathering the information to address business pain points left accountants feeling empowered, but after the conferences, building the tactical, day-to-day strategy to implement these new skills became the hurdle. We developed the Fundamentals of High-Performing Firms program with that hurdle in mind."

This new education offering is a benefit to members of SAN. Accounting firms in the SAN program identify their greatest challenge and select one of two 12-month curriculums to learn skills to address topics in a practical, implementable way. Depending on which track you select, topics covered can include everything from how to stand out from the competition to how to build a stronger online presence and pitch your business effectively.

Each track includes 12 months of comprehensive educational materials consisting of white papers, self-assessment tools, case studies, and exercises.

**For more information on how to become a member of the Sage Accountants Network, please visit [www.SageAccountantsNetwork.com/HighPerformingFirms](http://www.SageAccountantsNetwork.com/HighPerformingFirms) or call us toll-free at 1-866-565-2726.**

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