Summit
CPAGroup

The Role of the Virtual CFO



Facilitator



Tom Wadelton, CPA

Virtual CFO

Summit CPA

- 1 CPE credit offered for today’s session
- Must attend entire session, and answer all poll questions
- CPE certificates will be emailed to those who meet the criteria following today’s session
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Presenters



Jamie Nau, CPA
Director of Accounting
Summit CPA

Adam Hale, CPA
COO and Co-founder
Summit CPA



Summit CPA Group

1 **Since 2004**

provides CFO & back office accounting services

2 **Since 2013**

fully distributed firm

This year $67,000

44% Closing Ratio

$2Million additional revenue

3 **55 employees**

throughout the world



What we’re going to cover?

1. The Role of the VCFO
2. How to get started
3. How to deliver VCFO Services

What does it mean to be a VCFO ?

Approaches to fostering and sustaining a positive working relationship with your clients:

Chief Architect

Coach

Advisor

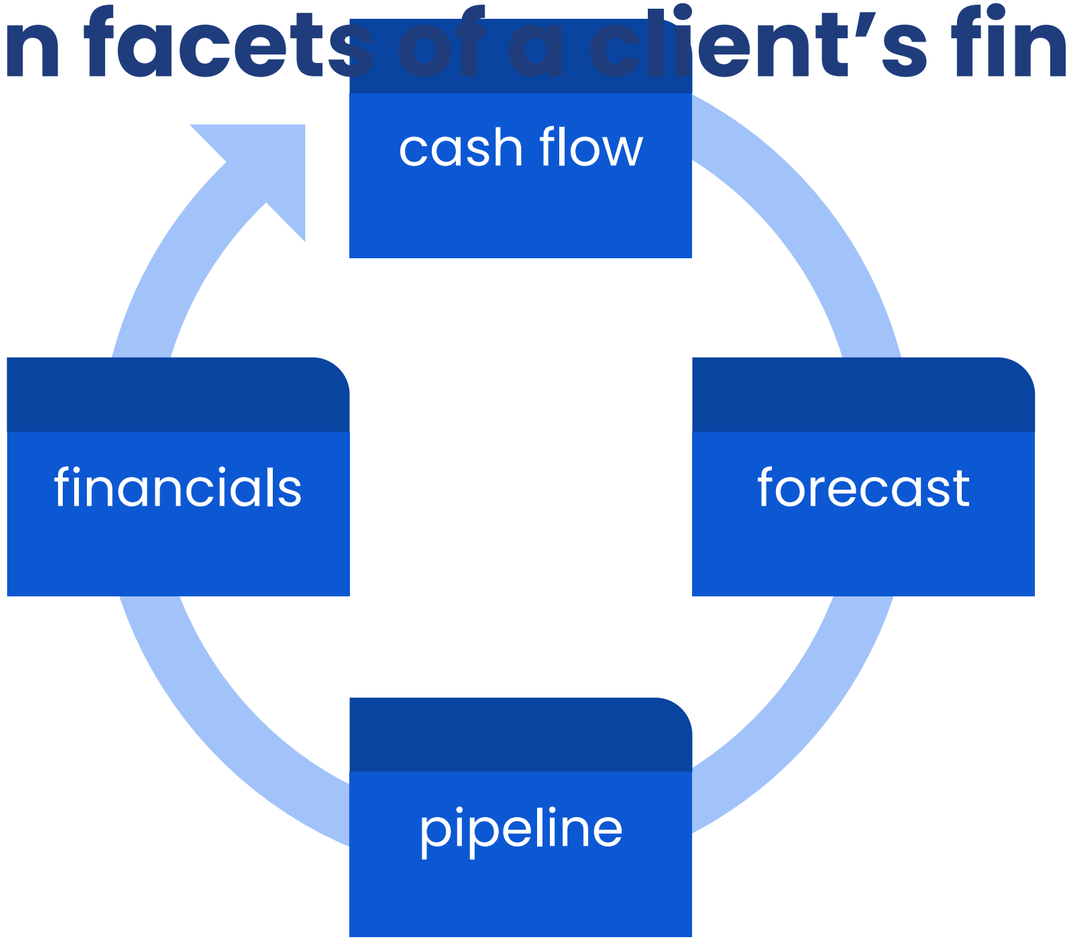
Evergreen ≠ expiration

Our Approach

PROFIT-FOCUSED ACCOUNTING

- Understand your clients motivation and goals
- Break down their revenue into non-financial drivers
- Use metrics to forecast
- Integrate pipeline

Four main facets of a client's finances:



How to get started?

1



Find Your Niche & Positioning

2



Creating Service Packages

3



Sales, Pricing, and Billing

4



Marketing Your VCFO Firm

Find Your Niche & Positioning

Determine Your Ideal Client



1. Which clients do you enjoy working with?
2. What industries are you curious about?
3. Can they afford the service?

Creating Service Packages

Small, medium, large. Give your clients options.

1. What are their pain points?

2. How can you help them?

3. How often will you meet?



Creating Service Packages

Small, medium, large. Give your clients options.



1. The one-hour sales call
2. Value-based pricing
3. Subscription-based billing

Marketing Your VCFO Firm

Small, medium, large. Give your clients options.

1. Develop an inbound marketing strategy
    - Blog/Articles
    - Podcast
    - SEO
    - Social Media

2. Become a thought-leader

3. Network and build relationships



How to deliver Virtual CFO services



People

Seek out the needle in a haystack

ESTABLISH A HIRING PROCESS

ONBOARDING FOR SUCCESS

RETAIN GREAT PEOPLE

Strong Processes

You’re only as strong as your weakest link

CONSISTENCY & ACCURACY

- Standardized “how-to”
- Workflows
- Internal Wiki
- Standardized reporting

Garbage In, Garbage Out

Jetpack Workflow

REACHREPORTING

zoom

Onboarding New Clients

WHY ONBOARDING IS IMPORTANT

- Clear path to follow
- Manage expectations
- Highlight your firm’s value
- Create a scalable process



HOSTING A SUCCESSFUL KICKOFF MEETING

- Introductions & involvement
- Explain onboarding process
- Establish communication methods
- Discuss best practices
- Establish feedback loops

Meeting Cadence



Keep Learning



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The Virtual CFO Playbook:

How to Land $60K/year Clients and Provide a Killer Client Experience



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Schedule a consultation



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