

Pitching A2X to your Clients

A2X is an essential tool for Amazon Accounting and as our Partners, you realise this. However, we are often asked, “how do you sell A2X on to your clients?” If you do not have much experience in the sales domain, this can be intimidating. Educating yourself on all things A2X, how much to charge and how to communicate benefits to your client will help you become comfortable convincing your clients A2X is the right solution for them.

Become an A2X Expert

We understand that for you to suggest using A2X, you will want to fully trust and understand the product. This is why customer service and support is the top priority for us.

- Book a one-on-one training with an A2X expert partner trainer
- Set up a trial A2X account for your client
- How to video links - coming soon
- Read the A2X [Case Studies](#)
- Check out our [Partner Resource](#) page

A2X Experts

Once you have 10 or more A2X subscriptions and have completed A2X training we can add you to our [A2X Experts Page](#).

Charge based on Value

Encourage packages for Amazon, or general e-commerce that bundle A2X (and Xero or QuickBooks Online) with your services.

Value-based pricing is the practice of setting the price of your service at its perceived value to your client.

- Set a base rate for your time
 - Set a value to your expertise
 - Set a value to your speed and effectiveness
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Create a Landing Page

Use this link to create an [A2X Landing Page](#) that your customers can go to.

Benefits

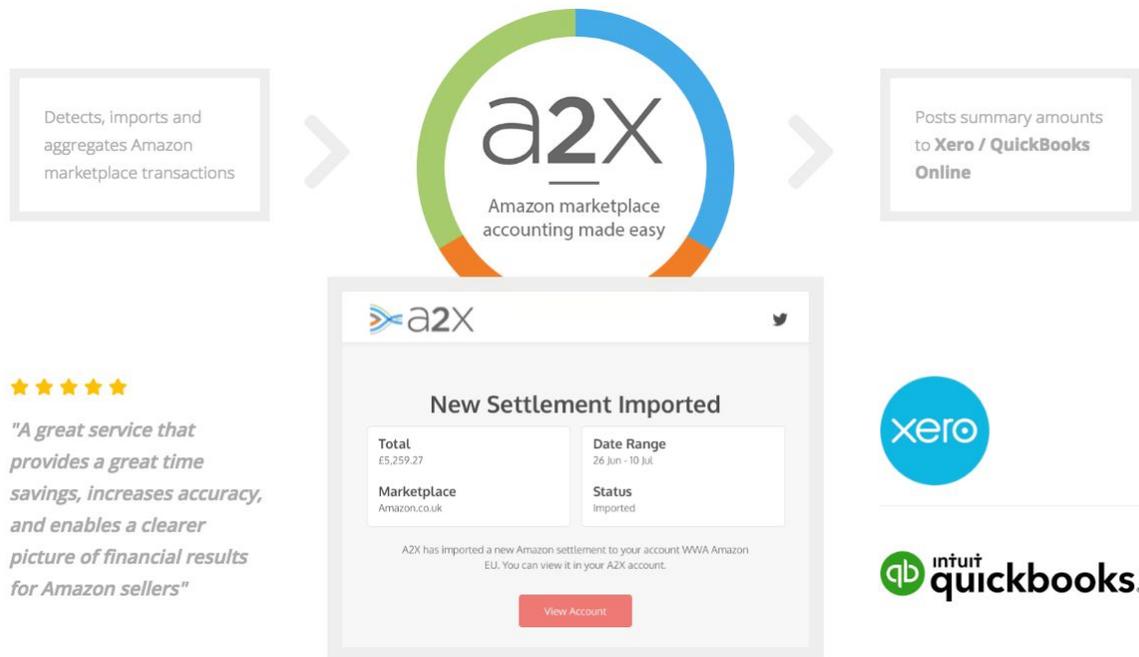
Benefits of using A2X differ between accountants and Amazon sellers. When communicating benefits to your clients, it is essential to highlight the value A2X will bring them and their business: Such as accuracy, saving time, increasing productivity

The next four pages are here for you to share with your potential A2X clients.



What is A2X?

Amazon Accounting is repetitive, high-volume and an error-prone process. Use A2X to free your accountants to focus on exception handling, deep-analysis and strategy to grow your business.



A2X connects your Amazon Marketplace account with your cloud accounting. When Amazon creates a new settlement file, A2X automatically fetches it, crunches the data and generates a summary of the revenue, expenses and all other transactions in minutes.

How will A2X benefit me?

Promote Accuracy - Through automation, A2X reduces human error. A2X takes out the guesswork and gives you an accurate picture of your Amazon Business's health. All of the complex Amazon sales and fees are accurately reported, reconciling to the cent every time.



Save Time - Amazon manual accounting is time-consuming and transferring data from your Amazon account to your cloud accounting can be tedious. A2X will do this automatically and accurately in minutes.

Increase Productivity - By leaving the accounting to A2X, you are free to focus on other important aspects of your business such as, customer satisfaction, marketing, promotion, developing new products to sell and strategic planning.

Reliable - A2X works every time and you can have peace of mind it is doing all the hard work for you.

Why do I need accurate accounting?

Accurate accounting is crucial for the success of your business. You are making business decisions off these financial reports, so you need to be aware of the health of your business. **A2X will reduce human error, optimise and automate your most critical tasks.**

Track Cash Flow - The fastest way to go out of business is to run out of cash to pay expenses. A2X will enable you to see money coming in and obligations owing in the correct time periods.

Monitor Profitability - Sales may seem to be going fine, but this doesn't necessarily mean you are profitable. You could be losing money despite having healthy sales. By monitoring profitability, you can know when it's time to increase your prices, cut certain expenditures, or make other changes in your business operations. A2X is a reliable way to post your income properly.

Plan Ahead - You will be able to do strategic planning for your business if you have a good financial foundation. Your books tell the story you need to know in order to plan for any significant event for your business.

Plan To Sell - If you're planning to sell your business in the future, the first step is to make sure your financials are in order. This will help you to optimize your sale price and help convince prospective buyers that your company is a sound investment.

What features does A2X include?

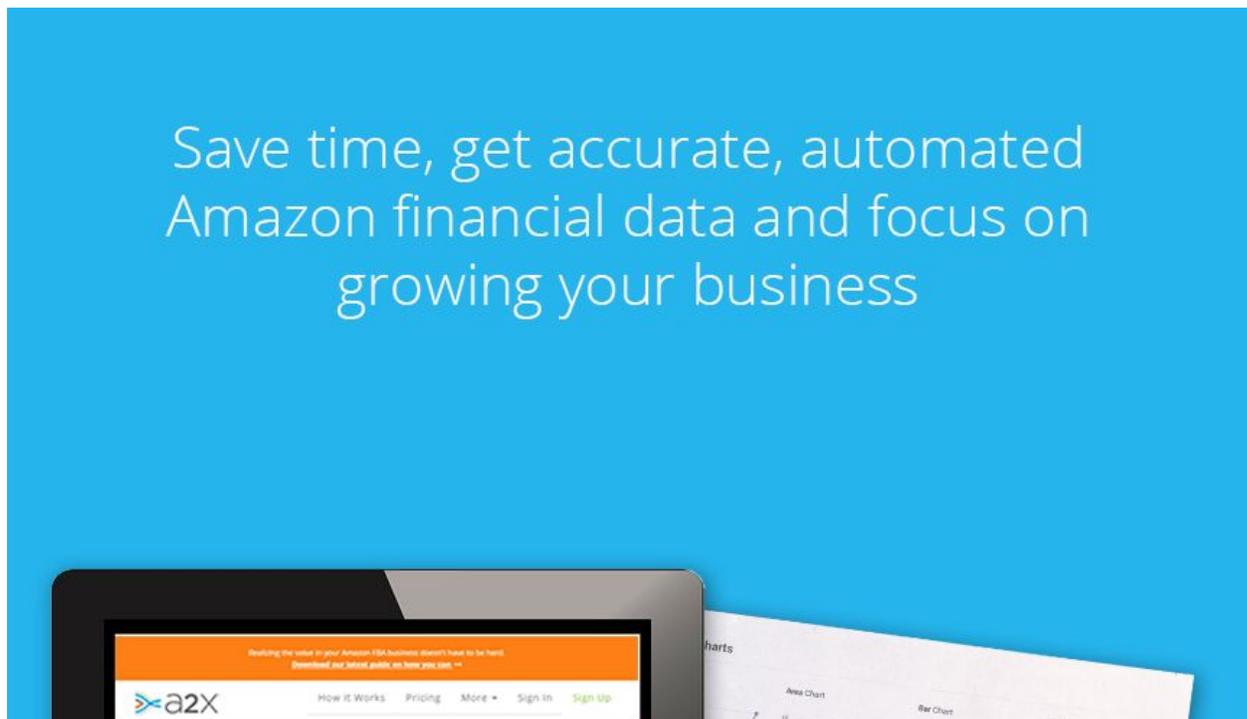
Ease of use - A2X is easy and intuitive to use. Once A2X has been set-up, it automatically balances settlement statements as you receive them.



Clarity - Your sales, fees and COGS statements get matched correctly and are put into the appropriate time period.

International - This software works with all Amazon marketplaces and currencies worldwide. Currencies are converted automatically to the country currency your transactions come from. This helps you expand your business overseas and track your money effectively.

Settlement History - A2X imports settlement history from Amazon so you can catch up on your financial reporting.



How does the subscription work?

A2X will reduce the time your accountant spends on your books each month. Manual Amazon accounting can take upwards of 4 hours each month. A2X takes minutes.

A2X gives you a [free trial](#) with no credit card required. [A2X offers a tiered subscription](#) to make sure you have the right package for your business needs. You can switch between plans at any time which is perfect as you expand or if you operate seasonally.

Each subscription differs slightly in features offered. Ask your accountant which bundle is right for you.

What do customers think of A2X?

Find more Customer testimonials [here](#).



'Best app to automate revenue entry into Xero (and other softwares)'

Mar 14, 2018

<p>Ryan W. </p> <p>Owner Accounting Used the software for: 1-2 years Reviewer Source </p> <p>Source: Capterra</p>	<p>5/5</p> <p>★★★★★ Overall</p>	<p>★★★★★ 5 / 5 Ease of Use</p> <p>★★★★★ 5 / 5 Features & Functionality</p>	<p>★★★★★ 5 / 5 Customer Support</p> <p>★★★★★ 5 / 5 Value for Money</p>	<p>Likelihood to Recommend:</p> <p>Not Likely Extremely Likely</p>
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Pros: FBA charges are very complicated. A2X is set up once by mapping accounts and then automatically imports data into Xero. It automatically splits the data between months, so regardless of when your payment comes in (which is every 2 weeks in my experience), the data is in the correct period. It will also give you default accounts which is great if you only sell on Amazon. This setup, along with a good online accounting software, can make your accounting work extremely easy and quick. Seriously, for the time I spent before doing journal entries, A2X is well worth the price. I currently use this software for all clients selling on Amazon.

Cons: The worst part is more on Amazon's side, with their myriad of charge types, inventory types and revenue types. A2X doesn't have any cons in my experience except that the initial mapping can take some time to work out.



'Best Amazon to Xero integration on the market'

Jul 23, 2018

<p>Ricky P.</p> <p>Practice Manager Accounting, 51-200 employees Used the software for: 2+ years Reviewer Source </p> <p>Source: Capterra</p>	<p>5/5</p> <p>★★★★★ Overall</p>	<p>★★★★★ 5 / 5 Ease of Use</p> <p>★★★★★ 5 / 5 Features & Functionality</p>	<p>★★★★★ 5 / 5 Customer Support</p> <p>★★★★★ 5 / 5 Value for Money</p>	<p>Likelihood to Recommend:</p> <p>Not Likely Extremely Likely</p>
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Pros: Customer support is supreme so if you get stuck, help is on the way. Integration is great as you can copy tax and account mappings across to new clients very easily. Integration into Xero can be customized and very simple to do. Its reliable and we can trust it will work every time.

Cons: Not much really! It's not really a con of the software but if A2X ventured out into other selling platforms like Shopify and eBay, then it would make our lives so easy!



'Absolutely Amazing'

Mar 14, 2018

<p>Richard J.</p> <p>Success Leader Accounting, 1-10 employees Used the software for: 2+ years Reviewer Source </p> <p>Source: Capterra</p>	<p>5/5</p> <p>★★★★★ Overall</p>	<p>★★★★★ 5 / 5 Ease of Use</p> <p>★★★★★ 5 / 5 Features & Functionality</p>	<p>★★★★★ 5 / 5 Customer Support</p> <p>★★★★★ 5 / 5 Value for Money</p>	<p>Likelihood to Recommend:</p> <p>Not Likely Extremely Likely</p>
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Pros: The fact that A2X takes a task that would normally take 20 to 30 mins to complete and brings it to 5 mins or less, us and our clients to concentrate on others tasks to grow our business.

Overall: The ease of use and the time it saves.