

# Elevating CAS with Billing and A/R Services Clients Actually Need



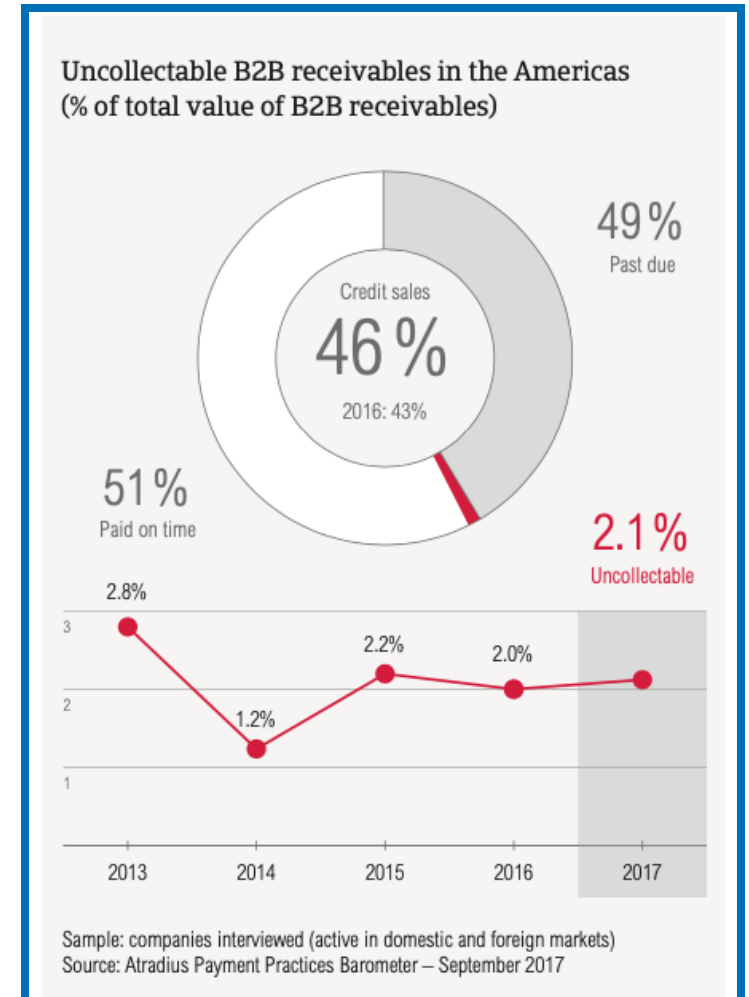
**WOODARD**<sup>®</sup>

# Learning Objectives

- Define billing and A/R services within CAS
- Identify categories of technology that support scalable A/R delivery
- Package and price A/R services with value-based messaging

# Managing AR is a HUGE Problem

- SMBs have about \$2 trillion in accounts receivable (just in the US)
- Accounts receivable is 40% of assets for the average business-to-business SMB
- Businesses write off 2% of A/R every year: that's \$40 billion for SMBs!



# Impact of Improving Collections

If a \$3+ million revenue business improved collection performance from 59% to 85%, how much more cash would they have?

**\$66,000**

Source: Credit Research Foundation reports median CEI of 85%. Analysis is from the Rootworks Value Impact Scorecard.

# Why A/R Belongs in CAS

- A/R is a high-impact, recurring pain point for clients
- Cash flow problems are often rooted in weak billing processes
- Manual A/R leads to delays, errors, and client frustration
- Reduce fraud risk through internal controls and digital workflows

# The CAS Opportunity

- Clients need more than bookkeeping
- A/R fits naturally into controllership and forecasting support
- Offering this service creates recurring revenue for your firm

# CAS vs Bookkeeping

- Bookkeeping: data entry, compliance
- CAS: insight, strategy, systems
- A/R becomes advisory when tied to forecasting, client outcomes

# Defining A/R Service Levels

## Essential

- Invoice generation
- Delivery/tracking
- Cash application
- Automated reminders
- Digital payment options

## Controller-Level

- A/R aging review
- Forecasting
- Collections strategy
- Fraud risk assessment
- Internal control review

## Advisory

- A/R workflow design
- Internal control implementation
- System selection
- Team training
- Change management

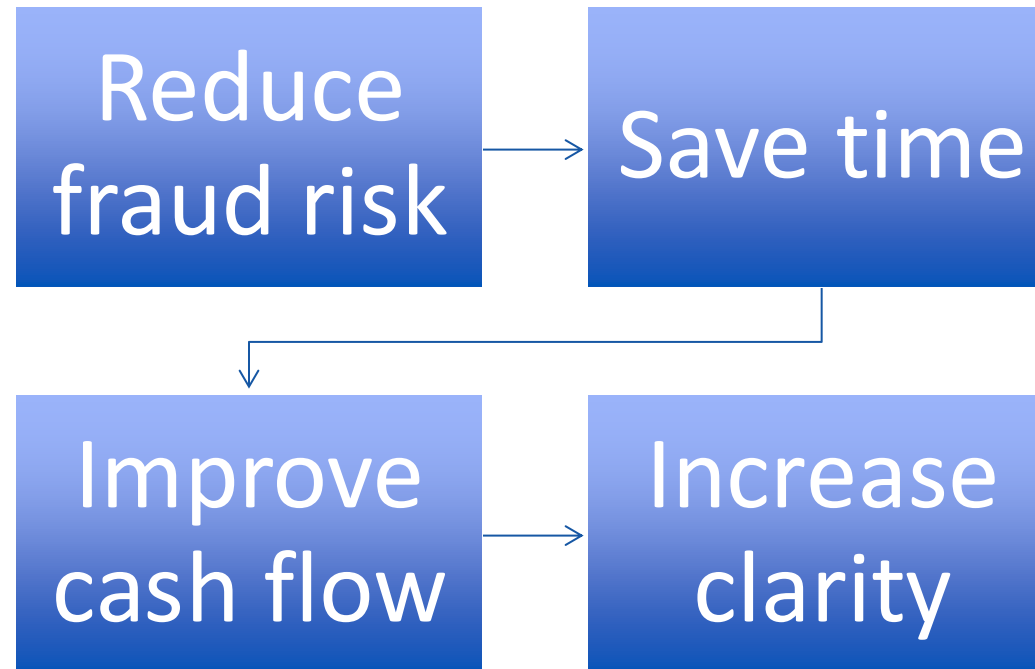


# Tech Stack Categories

- Invoicing platforms
- Payment solutions
- Reminder automation
- Customer portals
- Cash flow dashboards
- Fraud prevention tools



# How Tech Adds Client Value



# A/R Automation Workflow

1. Engagement terms defined
2. Invoice created
3. Automated delivery & reminders
4. Secure digital payment received
5. Dashboard updates cash flow position

# Use Built-in Tools (for free)

- QuickBooks, Xero and others include built-in reminders
- They're simple, easy to use and include light personalization
- Consider sending one reminder before the due date, one on the due date, and one after
- Pro tip: Send a copy to a mailing list to everyone is informed

Default email message for invoice reminders ^

Use [Invoice No.] and [Company Name] as placeholders in the email.

Subject line

Reminder: Invoice [Invoice No.] from Tally Street

Use email greeting

Email message

Just a reminder that we have not received a payment for this invoice yet. Let us know if you have questions.

Please let us know if you have any questions.

Tally Street

Send a copy to accounting@tallystreet.com

---

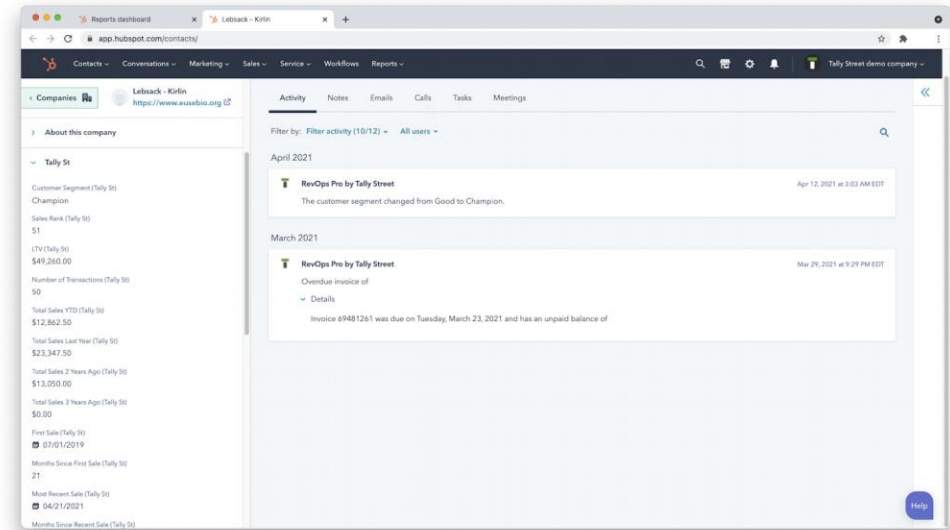
Automatic invoice reminders

Automatic email reminders only apply to new invoices. Turning off automatic reminders removes them from all invoices.

Reminder 1 (3 day(s) before due date)	Off	▼
Reminder 2 (On due date)	Off	▼
Reminder 3 (3 day(s) after due date)	Off	▼

# Use Client's CRM

- CRMs are the critical hub for customer communications
- Used by Sales, Marketing, Support – and now accounting
- CRMs are becoming feature-rich, approaching CDP capabilities for many SMBs.



# Outsource Collections

- Lots of firms will help collect past-due invoices
  - Their services cost \$250 and up per month
- Collections agencies will chase bad debtors
  - They take 25% to 50% of everything they collect

# Adding A/R Services to Your Practice

# Conduct a Needs Analysis

Get started with insightful data before even talking to clients!

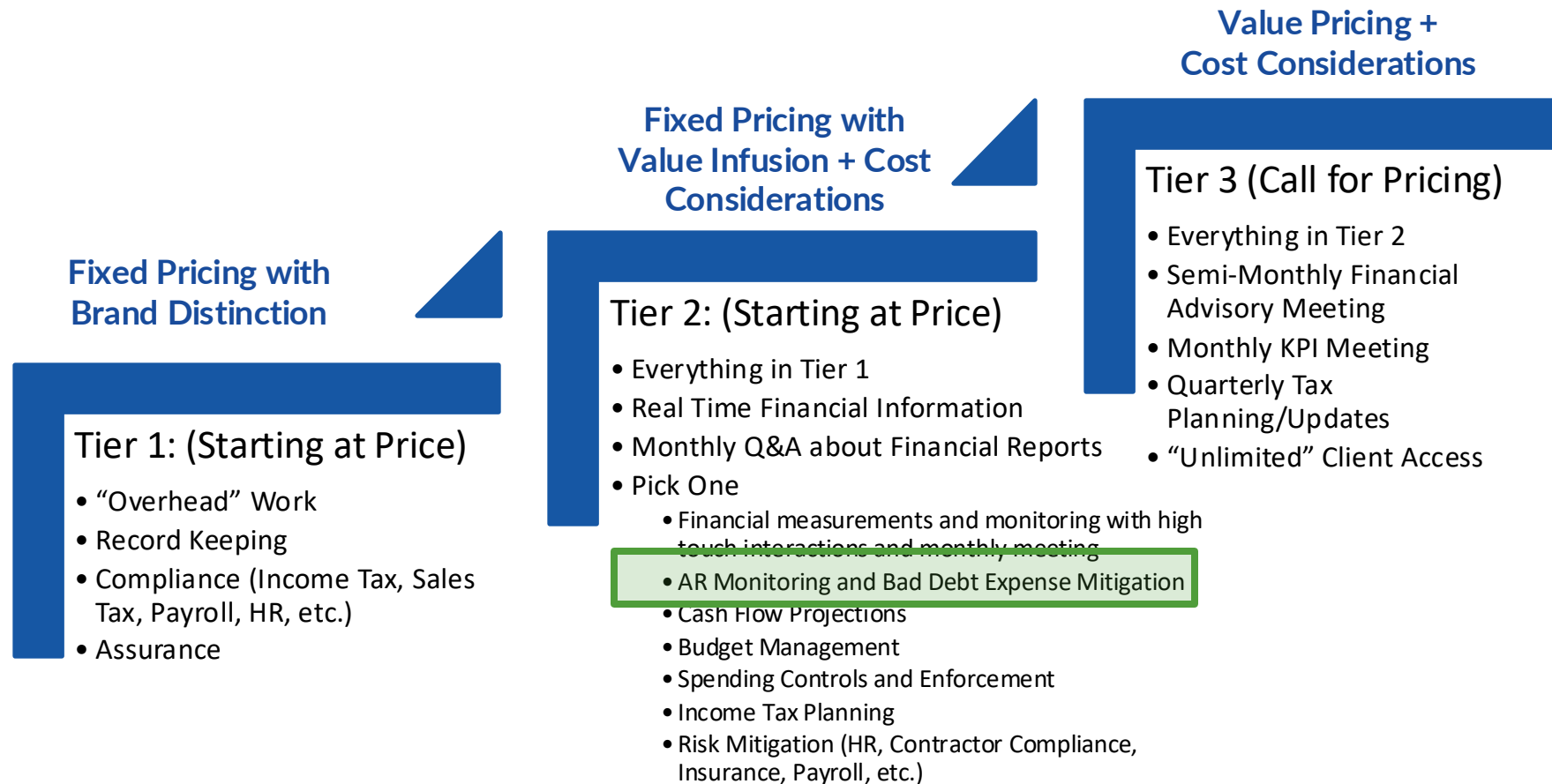
- Clients' sales and sales growth is correlated with larger needs and more willingness to pay
- Clients' number of customers and AR transactions tells you scale
- Clients' historical collection performance points to pain and your opportunity to make an impact



# Packaging A/R Services

- Offer in tiers (Basic, Plus, Premium)
- Align scope with business size and complexity
- Consider bundling with forecasting, advisory

# Woodard Strategic Pricing Workshop



# Ideas for Value-Based Subscription Tiers

- Tiers might be based on
  - Total sales volume
  - AR transactions volume
  - Maybe with performance-based kicker, eg, bonus for improving collections x%
- Plan for pricing increases
  - Based on volume and/or features
- Consider the competition

# Client Messaging & Value

- “We’ll help you get paid faster, with fewer headaches.”
- “Your customers get a better payment experience.”
- “You’ll have real-time visibility into your cash.”
- “This is about growth, not just getting paid.”

# Q&A + Key Takeaways

- A/R is strategic, not clerical
- CAS helps clients grow through insight, not just compliance
- A/R automation creates value across the board

# Elevating CAS with Billing and A/R Services Clients Actually Need



**WOODARD**<sup>®</sup>