

Paul Pritchard

Abacus Accountancy (GB) Limited

# How To Stay Ahead Of The Competition:

*By Knowing Your Numbers*



If you always do what you've always done...

... you will always get what you always got.

Henry Ford (1863 – 1947)

THE  
**GOOD**

THE  
**BAD**

**&**

THE  
~~**UGLY**~~

*beautiful*



# Snappy Widgets Accounts

Sales	£10,000.00
Expenses	(£5,000.00)
<b>Profit</b>	<b>£5,000.00</b>

goal is to double profits for owner

**10% Rule**

## Sales Breakdown

Leads	400
Conversion	25%
Customers	100
Price	£10
Sub Total	£1,000
Frequency	10
<b>Total</b>	<b>£10,000</b>

Leads	440	
Conversion	27.5%	
Customers	121	21%
Price	£11	
Sub Total	£1,331	33.1%
Frequency	11	
<b>Total</b>	<b>£14,641</b>	46.4%



## Expenses Breakdown

Quantity	100
Cost	£5.00
Sub Total	£500
Frequency	10
<b>Total</b>	<b>£5,000</b>

Quantity	121
Cost	£4.50
Sub Total	£544.50
Frequency	11
<b>Total</b>	<b>£5,989.50</b>

# Snappy Widgets Accounts

Sales	£10,000.00
Expenses	(£5,000.00)
<b>Profit</b>	<b>£5,000.00</b>

Sales	£14,641.00
Expenses	(£5,989.50)
<b>Profit</b>	<b>£8,651.50</b>

**Result = extra £3,651.50**

**Over 73% growth in bottom line!**

The person who  
doesn't know where his  
next dollar is coming from  
usually doesn't know  
where his last dollar went.

Anonymous

# THE BAD

## Danger of Discounts

Sale Price	£10.00
Cost	£5.00
Gross Profit	£5.00
Fixed Costs	£500.00
<b>Breakeven</b>	<b>100 units</b>

20% Off

Sale Price	£8.00
Cost	£5.00
Gross Profit	£3.00
Fixed Costs	£500.00
<b>Breakeven</b>	<b>166 units</b>

**Involves Doing 66% More Work!**

## Alternative – Increase Prices

Sale Price	£10.00
Cost	£5.00
Gross Profit	£5.00
Fixed Costs	£500.00
<b>Breakeven</b>	<b>100 units</b>

20% Increase

New Price	£12.00
Cost	£5.00
Gross Profit	£7.00
Fixed Costs	£500.00
<b>Breakeven</b>	<b>72 units</b>

**Involves Selling 28 Units Less!**

## What If Clients Leave?

Customers	100
Price	£10.00
Gross Sales	£1,000.00
Purchases	£500.00
<b>Profit</b>	<b>£500.00</b>

20% Leave

Customers	80
Price	£12.00
Gross Sales	£960.00
Purchases	£400.00
<b>Profit</b>	<b>£560.00</b>

**£60 Increase In Profit For Less Work!**

THE  
~~UGLY~~ *beautiful*





Beautiful accounting software

## Popular features that will change your life

Run your entire small business better and faster with Xero accounting software. Here are some of the features.



### Automated bank feeds



Online invoicing



Mobile access



Free & automatic updates



Unlimited users



Smart reports



Unlimited email support



### It's easy to reconcile more often

Xero receives your bank statement lines automatically. You can reconcile from anywhere – even from bed with our mobile app.

[Find out more about bank feeds](#)



**abacus**  
accountancy

500+ Partner integrations

The image displays a grid of various partner logos on a dark blue background. A central blue circle contains the text "500+ Partner integrations". The logos are arranged in a grid pattern, with some logos repeated. The logos include: stripe, stitchlabs, Expensify, Square, simPRO SOFTWARE, Macworld, WorkflowMAX, stitchlabs, shopify, SQUARESPACE, Bill.com, ZDNet, Constant Contact, CHASER, marketinvoice, Microsoft, CIN7, MASS, PaVoneer, ProfitSee, GOCARDLESS, TripCatcher, webexpenses, ranqx, stripe, vend, Harvest, SimPro, Macworld, The SLEETER GROUP, shopify, Bill.com, ZDNet, GetApp, CHASER, datamolino, Microsoft, amazon, MASS, PaVoneer, ProfitSee, Manu Online, Satago, tripcatcher, webexpenses, ranqx.

The logo for Receipt Bank features a stylized house roof icon above the words "receipt" and "bank" stacked vertically. The text is in a bold, white, sans-serif font.

# receipt bank

Our aim is to save 500m small businesses 1 hour per week

Receipt Bank aim to save 6.5 days per year...

... we think it's closer to 26 days per year.



**That's over 5 weeks per year!**

# Receipt Bank is solving the cost of invoices, bills and receipts

1

Making it very, very easy to submit invoices and receipts:

Smartphone

Email

Post

*and other submission methods*

2

Extracting the data accurately without the need for data entry:

**receipt  
bank**

3

Publishing the data into the systems that require it:



THE  
**GOOD**

THE  
**BAD**

**&**

THE  
~~**UGLY**~~

*beautiful*



We cannot  
become what  
we want to be  
by remaining  
what we are.

Max DePree

500+ Partner integrations

Logos visible in the grid include: stripe, stitchlabs, Expensify, Square, simPRO SOFTWARE, Macworld, Workflow MAX, shopify, SQUARESPACE, Bill.com, ZDNet, Constant Contact, CHASER, marketinvoice, Microsoft, CIN7, MASS, PaVoneer, ProfitSee, GOCARDLESS, webexpenses, ranqx, stripe, vend, HARVEST, simPRO SOFTWARE, Macworld, THE SLEETER GROUP, shopify, Bill.com, ZDNet, GetApp, CHASER, datamolino, Microsoft, amazon, MASS, PaVoneer, ProfitSee, Manu Online, Satago, tripcatcher, webexpenses, ranqx.

Paul Pritchard

Abacus Accountancy (GB) Limited