

Dext

How to combat client objections



As most accountants know, getting your clients to go digital can be challenging.

There are plenty who sit on the fence when it comes to the cloud, automation and the rise of technology. This is a given; breaking these concerns down is the tricky part. With that being said, here are some of the most common objections we hear from clients about transitioning to Dext, and how you can combat them.

“ THIS
SEEMS
LIKE
EXTRA
WORK ”

Objection 1

Firstly, explain that this means **no more end-of-the-month shoebox** drop-offs – which in itself is an unnecessary effort. If you’ve tried that and still no bite, try **explaining the benefits** in a way that resonates with their particular needs:

- **Always out on the job?** Talk to them about how our easy submission methods enable their mobility.
- **Need more time with their kids?** Show them hard data about how much time they’ll save with Dext.
- **Want more control over their business?** Show them that Dext real-time data brings them closer to real-time information, meaning they can make smarter business decisions.

“ IT’S TOO
Complicated ”

Objection 2

- Dext was designed to keep things simple, no matter how complicated things may seem. If your client uses the internet, Dropbox or owns a smartphone, then they are **already in a great position** to get the most out of Dext.
- Remind them that the only thing that has changed for them is the way they submit items to you – that, and your ability to provide a **higher quality service** to them.
- If your client is still having doubts, show them what Dext can do. Take them for a coffee and snap a picture of the receipt with the app, in front of them. Or, show them **how easy it is** to send and categorise invoices with one click.



“ IS
THIS
GOING
TO COST
ME? ”

Objection 3

- It is completely up to you as to how you decide to handle software costs. If you do decide to distribute the cost of Dext between your clients, you may hear this objection from time to time.
- If so, reassure your client that Dext **allows you to provide a better service** for them. With all the hours you save on data entry, you will have the time to focus on advisory services to **help their business grow**. Clients don't mind paying more when they know they're getting a higher level of service.
- Dext offers value both from a cost standpoint and what it can do for small businesses. The efficiency gains, the money saved from no longer losing expenses and the prospect of more accurate cash flow forecasts all translate into **long term financial gains**. Few clients can say no to that.

“ I'M
WORRIED
ABOUT
THE CLOUD ”

Objection 4

- Accountants must communicate that there is **no reason to distrust the cloud** and, with Making Tax Digital on the ever-approaching horizon, things are only headed one way.
- Put things into perspective: a lot of people were sceptical about internet banking when it first came about, but now **the vast majority have accepted it** because of its convenience. In 2015, 76% of people in the UK carried out banking transactions either on the internet or on mobile, and that figure is predicted to rise to 90% by 2020. Nobody questions the security of their data when it comes to internet banking - so **why should it be any different with cloud accounting?**
- Dext has a dedicated data protection team to ensure that your clients' transactions are **safe and secure** in the cloud. We also make sure to store those transactions for seven years, so as to be compliant with international tax authorities.

“ I DON'T
HAVE A
SMARTPHONE ”

Objection 5

- While we're sure you won't come across this objection all too often, make sure to show your clients **the whole range of submission methods**, particularly email-in.

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