

Partner Marketing & Sales Kit

Contents

This kit contains information and resources on partnering with Accounting Seed as well as customer facing materials for use in discussion with prospects, including:

- About Accounting Seed
 - Slides 4 – 9 may be customer facing
- Working together
 - Technical enablement & onboarding
 - Customer support
 - Sales engagement & qualification
 - Partner-specific Resources
- Brand & Persona Messaging
- Visual Identity Guidelines
- Additional marketing resources & campaign materials



About Accounting Seed

About Accounting Seed

The #1 accounting software built on Salesforce by accountants for accountants.



60K+
ACTIVE USERS



\$25B+
IN MANAGED
REVENUE



450+
5-STAR REVIEWS



30+
COUNTRIES

**Inc.
5000**

AMERICA'S FASTEST-GROWING
PRIVATE COMPANIES
2020 • 2021 • 2022 • 2023 • 2024

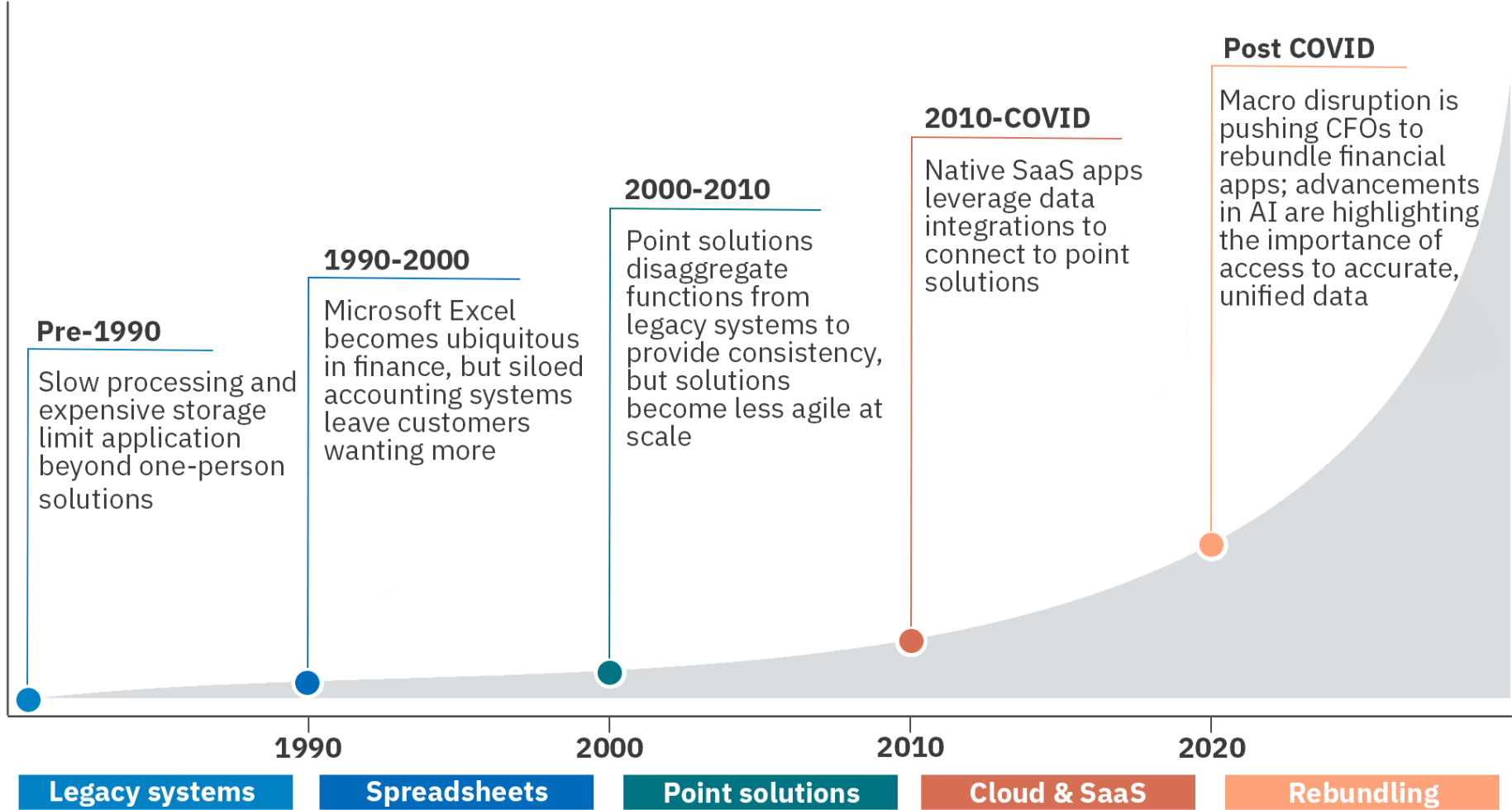


PARTNER SINCE 2011

★★★★★ **4.8** AVERAGE
RATING



The Rebundling of Applications for the Office of The CFO



Data is at the center of every business decision...

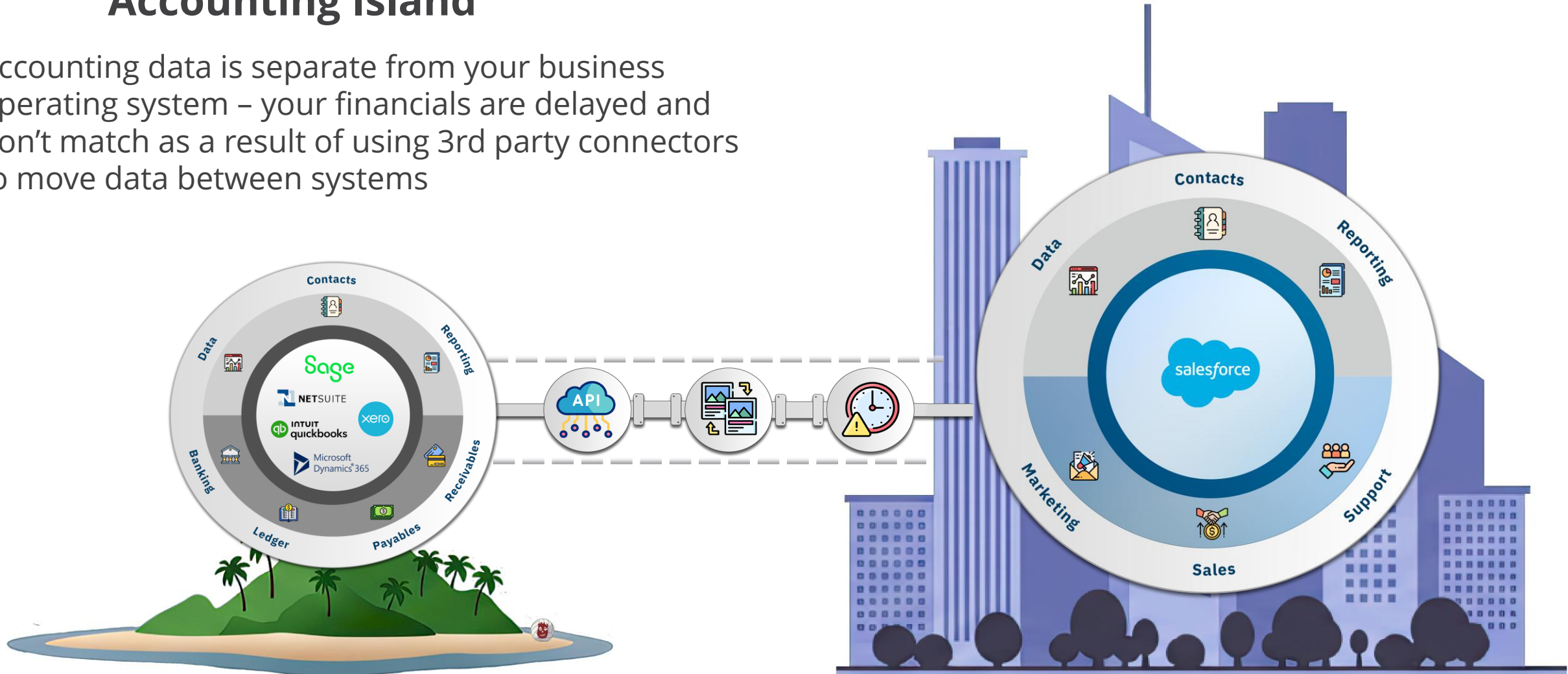


But unfortunately, data is not at the center of every business

Your Accounting System Today

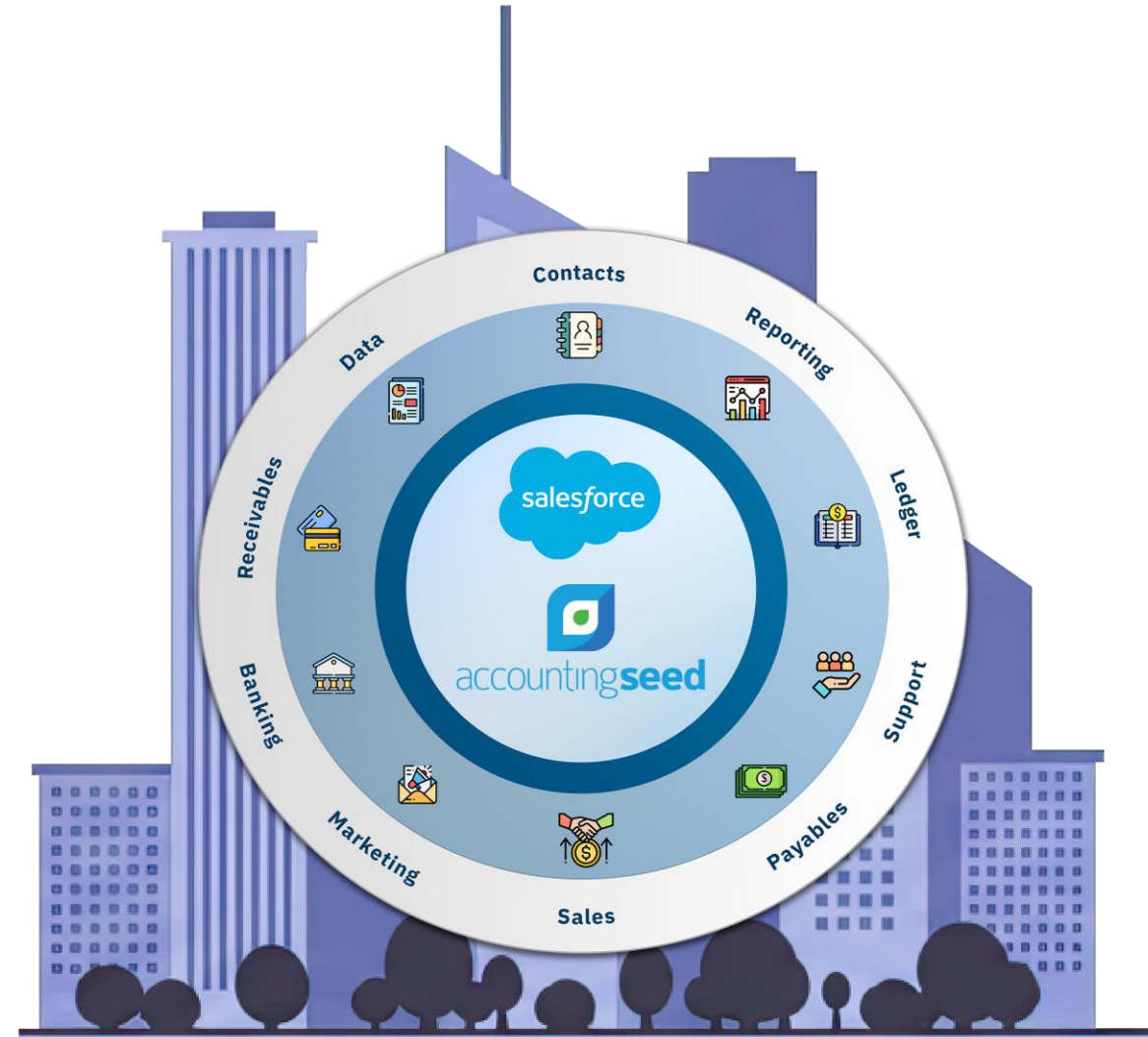
Accounting Island

Accounting data is separate from your business operating system – your financials are delayed and don't match as a result of using 3rd party connectors to move data between systems

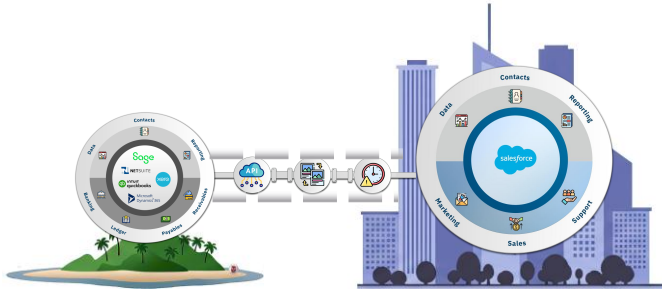



Accounting Seed is built on Salesforce

- Single Source of Truth—no data to integrate, connect or re-enter
- All data and reporting is real-time—close the books in hours vs days
- Data is AI-ready—setting you up to take advantage of agents
- System is configurable to meet changing business needs—without costly development
- Embedded payment processing is automatically reconciled—cutting manual tasks



The single most important decision when buying a new accounting system ?

Multiple Systems		-OR-		Single Unified Platform
	X	Single source of truth	✓	
	X	Shared data across all depts	✓	
	X	Real-time data & reporting	✓	
	✓	Unlimited application choices	✓	
	X	Configured with 'no-code'	✓	
	✓	Low-value informational AI Agents	✓	
	X	High-value AI agents	✓	
	✓	Embedded payments	✓	

Working together

Working together for shared success

This program and enablement kit are designed to help you:

- Become familiar with how to position Accounting Seed solutions in the market
- Understand how to work with Accounting Seed to achieve success
 - Onboarding & training
 - Dedicated Engagement Manager for sales opportunities
 - Certification
 - Priority support access
- A partnership team working with you to set shared goals

Are you a new partner? Start here.

- Send us a high-res logo in a PNG file to partners@accountingseed.com with your preferred linking URL. Your logo will be added to the appropriate partner page on www.accountingseed.com.
- Send your team's contact information to partners@accountingseed.com, including:
 - First and last name
 - Title
 - Email
 - Phone number

NOTE: Please include technical contacts and marketing contacts

Expert support at every step to ensure success

We have resources, people and processes to support success

- Proven implementation processes, expertise, and dedicated Customer Support Managers



Resources

- Accounting Seed University
- Knowledgebase
- Training videos and guides



People

- Customer Success Managers
- Expert Product Consultants
- Certified Partners



Processes

- Proven implementation
- Product enhancement requests & voting
- Early access features

Technical enablement & onboarding

Accounting Seed offers a comprehensive approach to partner education

- 1:1 call for a technical overview upon joining the partner program
- Timely access to educational materials and release information
- Priority-access support through our support portal
- Ongoing access to a Customer Success Manager

Onboarding	Certification	Customer Support
Initial technical call – overview of Accounting Seed functionality	Available for all partners – necessary for SI and Reseller partners	Dedicated Engagement Manager
Complimentary access to Accounting Seed University (ASU)	Self-guided training with milestone exams and final session with Accounting Seed product expert	Increased priority for partner submitted cases
Full access to Knowledgebase and product release notes	Ongoing certification provided	Option to purchase expert hours at reduced rates

Qualifying sales questions

What is the business need, timing? What is the software evaluation/buying process?

- Gauge Salesforce experience: How long have you used Salesforce? How experienced is the team?
- Identify current accounting solution: How is accounting managed today? What is driving the need for a new solution?
- Understand timeline: What is the process for purchasing software within your organization?
- Outline key stakeholders: Who else should be involved in subsequent meetings?

Additional Discovery Questions

- Tell us more about your business and what you'd like to solve?
- Has an implementation strategy been established?
- What SFDC products are you using?
- What integrations are important to you?
- How many people are using your accounting system today?
- How many full-time accounting staff do you have?
- Any industry specific and accounting processes?
- Do you do business in multiple currencies?
- How many legal entities do you have? Multi-ledger?
 - Do you consolidate ledgers?
- Do you have Project Accounting needs?
- Do you carry inventory? Inventory cost methodology?
- If a manufacturer; Multi-level bill of materials?

Sales enablement materials

Steps to driving shared success

- Request a 30-Day Demo Org : [Log-in to get started](#)
- Qualifying and Discovery Questions provided
- Accounting Seed University (ASU): www.AccountingSeed.com/Support
 - 17 - 19 (Sales Training Overview, Demo Tips, Assets)
- Technical enablement for your initial project
- Certification available for Solution Implementation Partners and Resellers
- Knowledgebase and product release notes
- Special Accounting Seed pricing to run your business

Sales engagement process

Referring a deal? Two options are available.

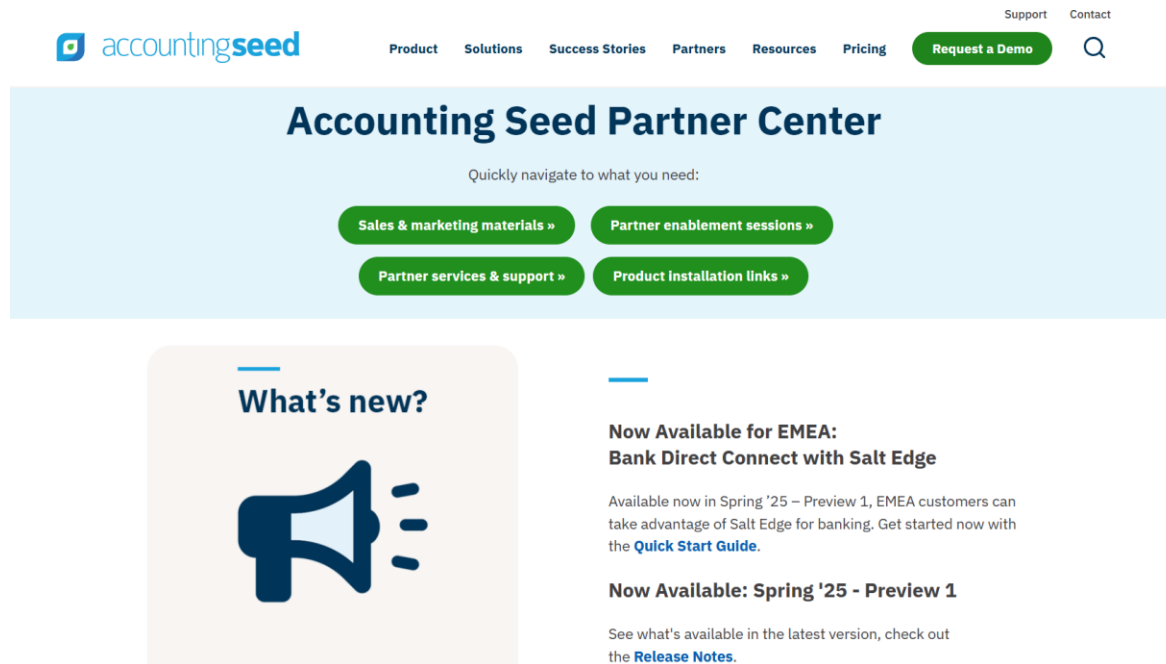
Email us: partners@accountingseed.com

Submit a referral: <https://www.accountingseed.com/partner-lead-referrals/>

Partner-specific Resources

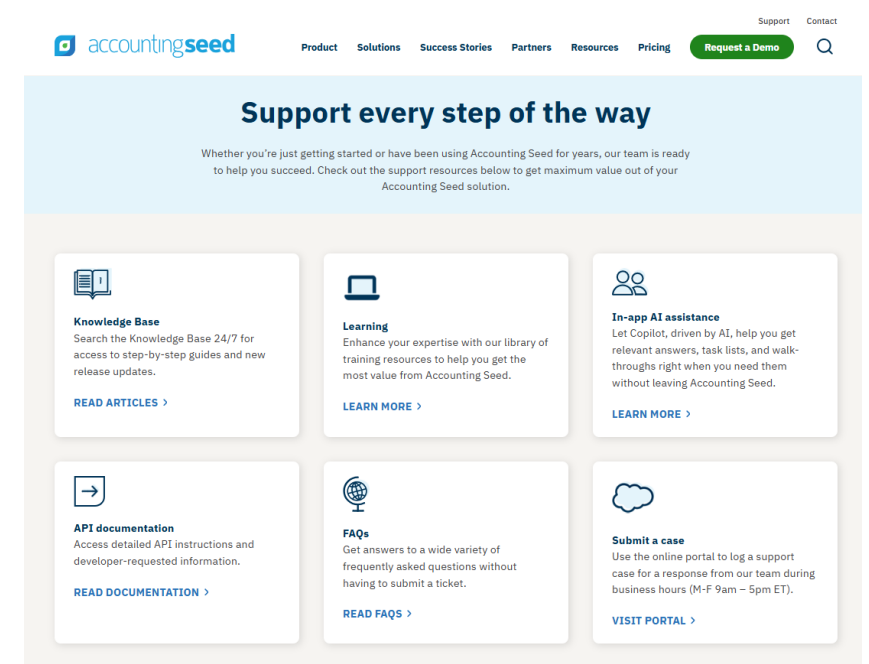
Partner Center

<https://www.accountingseed.com/support/partner-center/>



Support Center

<https://www.accountingseed.com/support/>



And be sure to follow and tag us on Social Media! #AccountingOnSalesforce:



[LinkedIn](#) | [Facebook](#) | [YouTube](#)

For partner use only.
Do not distribute.

Messaging & Buyer Persona's

Messaging

Positioning: *We provide companies with accurate, real-time insight by unifying their financial data in a single platform.*

Mission statement: Accounting Seed enables organizations to connect finance to every department within a single platform, reducing cost and complexity while accelerating growth and productivity.

Elevator Pitch:

- Many software companies will tell you they can unify your data; what's different is the WAY that data is unified—it's what makes Accounting Seed different from every other accounting solution on the market today.
- Working within a single system we connect finance, operations, and sales data—allowing companies to complete sales, bill customers, collect payments, and recognize revenue in the same place.
- This ensures accurate data, driving faster and better decisions while reducing manual steps and cumbersome/costly middleware.
- Our customers feel confident in their financial data and see massive benefits in decision making and time saved by closing their books in hours vs days.

Messaging Overview

Pillar	Data	Automation	Configurable
Internal Tagline	Single Source of Truth	Operational Efficiency	Point & Click Configuration
External Headline	Accurate data Confident decisions	Faster cash flow Fewer systems Eliminate manual steps	An accounting solution that adapts to your business
Key Benefits	<ul style="list-style-type: none"> •Real time financial reporting across every aspect of your business •Accurate financial data across every functional area—finance, sales, marketing and operations •Ensure leaders across the organization have access to the same financial information •Trust your numbers and know your business is providing an accurate picture of performance •Make faster decisions using interactive dashboards to track KPIs and business performance 	<ul style="list-style-type: none"> •Grow your business without adding more finance staff by automating tasks (such as AR and AP). •Save costs by reducing or eliminating applications and software tools •Improve cashflow and access to cash •Focus on business priorities instead of manual tasks. 	<ul style="list-style-type: none"> •Implement and design a flexible system that adapts to your business •You're investing in a platform that will provide long term value through stability, security, and scalability. •Integrate other back-office applications onto the same platform with minimal implementation •Make system and process changes without costly development effort
Key Words	<ul style="list-style-type: none"> •Accurate •Reliable •Trusted •Consistent •Credible •Confident 	<ul style="list-style-type: none"> •Save time •Look forward •Close faster •Reduce steps •Automate 	<ul style="list-style-type: none"> •Adjust •Flexible •Tailored •Scalable •Integrated

Persona Messaging: CEO

Pillar	Data	Automation	Configurable
Headline	<i>Single Source of Truth</i>	<i>Operational Efficiency</i>	<i>Point & Click Configuration</i>
Customer-facing Messages	<p>Would you like to...</p> <p>Have real time financial reporting across every aspect of your business?</p> <p>Have accurate financial data across every functional area—finance, sales, marketing and operations?</p> <p>Ensure leaders across the organization have access to the same financial information?</p>	<p>Would you like to...</p> <p>Grow your business without adding more finance staff?</p> <p>Make faster decisions using interactive dashboards to track KPIs and business performance?</p> <p>Save costs by reducing or eliminating applications and software tools?</p>	<p>Would you like to...</p> <p>Implement a flexible system that adapts to your business?</p> <p>You're investing in a platform that will provide long term value through stability, security, and scalability.</p>
Stats	<ul style="list-style-type: none"> •62% of executives believe accurate, real-time financial data is a "must-have" for the survival of their business, •98% believe they could have better cash flow visibility. •50% of senior finance and accounting professionals indicated they don't fully trust the number 	<ul style="list-style-type: none"> •90% of small to midsize businesses believe automation is key to improving financial operations •Only 39% of tasks are currently automated. This leaves more than half of accounting and finance processes being done manually •71% who have not implemented a more automated AR system are stalled because they lack understanding of what technology is available. 	<ul style="list-style-type: none"> •Today, 56% of accountants are still using legacy systems to run their accounting operations •Organizations use a staggering 371 apps in 2023, an increase of 32% since 2021 •“Accounting Seed is not a walled garden, we are not locked-in to someone else’s way of doing things. If something does not work the way we need it to, we can change it or build it to suit our needs. We can also leverage many of the unique, third-party tools available via the AppExchange.” – Andrei Tsygankov, Partner, Founders Legal

Persona Messaging: CFO/ Controller/ Head of Finance

Pillar	Data	Automation	Configurable
Headline	<i>Single Source of Truth</i>	<i>Operational Efficiency</i>	<i>Point & Click Configuration</i>
Customer-facing Messages	<p>Would you like to...</p> <p>Have accurate and consistent financial data across every functional area—finance, sales, marketing and operations?</p> <p>Have faster access to data through real-time reporting?</p> <p>Trust your numbers and know your team is providing an accurate picture of the business?</p> <p>Ensure confidence of the business's performance and ability to deliver accurate financial information?</p>	<p>Would you like to...</p> <p>Close the books faster each month?</p> <p>Automate manual tasks so the finance staff can spend more time adding value to the business?</p> <p>Improve cashflow and access to cash?</p> <p>Save costs by reducing or eliminating applications and software tools?</p>	<p>Would you like to...</p> <p>Tailor accounting processes to fit your business needs?</p> <p>Work with a solution that can adapt and scale as your business grows and changes?</p> <p>Integrate other back-office applications onto the same platform with minimal implementation?</p>
Stats	<ul style="list-style-type: none"> •37% of CFOs <u>admitted</u> they do not completely trust their own financial data •50% of senior finance and accounting professionals, don't fully trust the numbers they're working with •49% of executives worry about the reliability of their cash flow information and 98% believe they could have better cash flow visibility. 	<ul style="list-style-type: none"> •AR automation can reduce time spent on cash collection by 80%, freeing up your team from the 18 hours per week spent on collections •72% of finance teams spend up to 520 hours per year on AP tasks alone. •Automation can boost invoice processing from 5 to 30 invoices per hour, saving 70%-80% of time typically spent on AP activities. 	<ul style="list-style-type: none"> •71% of finance teams dedicate a full day each week to operational reporting—95% generate static reports. •Organizations used a staggering 371 apps in 2023, an increase of 32% since 2021 •“Accounting Seed is not a walled garden, we are not locked-in to someone else’s way of doing things. If something does not work the way we need it to, we can change it or build it to suit our needs. We can also leverage many of the unique, third-party tools available via the AppExchange.” – Andrei Tsygankov, Partner, Founders Legal

Persona Messaging: Accounting Practitioner

Pillar	Data	Automation	Configurable
Headline	<i>Single Source of Truth</i>	<i>Operational Efficiency</i>	<i>Point & Click Configuration</i>
Customer-facing Messages	<p>Would you like to... Easily locate customer data without having to sort through duplicate information and systems Trust the financial data in your accounting system without having to check other systems? Be a trusted advisor to stake holders and team leaders (by delivering accurate financial information) Quickly access financial reports in real-time without spending hours to create?</p>	<p>Would you like to... Reduce the chance of data entry errors? Reduce the time it takes to reconcile data? Eliminate the need to re-key information into multiple systems? Close your month faster? Spend more time on supporting business initiatives instead of monotonous tasks?</p>	<p>Would you like to... Work with a solution that can adapt and scale as your business grows and changes? Have flexibility to generate tailored reports that can be easily distributed and used by business users?</p>
Stats	<p>•PwC's survey of CEOs emphasizes how the absence of accurate, real-time financial data impairs decision-making, •37% of CFOs admitted they do not completely trust their own financial data. •50% of senior finance and accounting professionals, who indicate they don't fully trust the numbers</p>	<p>•72% of finance teams spend up to 520 hours per year on AP-related tasks alone that could be automated- that's 13 full work weeks lost to manual work •Teams spend between 4 and upward of 13 hours a week on AR tasks •60% of teams still manually key invoices into their accounting software. •56% of finance teams currently reconcile bank statements manually.</p>	<p>•71% of finance teams dedicate a full day each week to operational reporting—95% generate static reports. •38% of finance teams report spend more than 25% of their total time on manual tasks, with this figure rising to 44% for large finance teams. •“Accounting Seed is not a walled garden, we are not locked-in to someone else’s way of doing things. If something does not work the way we need it to, we can change it or build it to suit our needs. We can also leverage many of the unique, third-party tools available via the AppExchange.” – Andrei Tsygankov, Partner, Founders Legal</p>

Persona Messaging: IT/ System Admin

Pillar	Data	Automation	Configurable
Headline	<i>Single Source of Truth</i>	<i>Operational Efficiency</i>	<i>Point & Click Configuration</i>
Customer-facing Messages	<p>Would you like to...</p> <p>Consolidate and simplify applications within a single platform?</p> <p>Eliminate reliance on 3rd party connectors that consistently break?</p> <p>Support access to a fully secure, innovative platform?</p> <p>Support security with strong data governance and management?</p>	<p>Would you like to...</p> <p>Support business efficiency with a more stable solution for accounting?</p> <p>Create automated processes to help the business focus on growth?</p> <p>Help users eliminate manual processes?</p>	<p>Would you like to...</p> <p>Help the business adapt to changes with a more flexible solution?</p> <p>Develop processes that fit the business need versus fitting into a rigid software?</p> <p>Give end-users the power to create custom reports and dashboards themselves</p>
Stats	<ul style="list-style-type: none"> •Organizations used a staggering <u>371 apps in 2023, an increase of 32% since 2021</u> •<u>62% of executives</u> believe accurate, real-time financial data is a "must-have" for the survival of their business •<u>44% of global finance teams</u> are aware of AP fraud victims in recent years 	<ul style="list-style-type: none"> •<u>90% of small to midsize businesses</u> believe automation is key to improving financial operations and business efficiency •<u>Only 39% of tasks are currently automated.</u> This leaves more than half of accounting and finance processes being done manually 	<ul style="list-style-type: none"> •<u>56% of accountants are still using legacy systems</u> to run their accounting operations,, •<u>Business owners aren't familiar with options available</u> to implement embedded finance and automate core accounting functions and many companies still run their CRM and payment tracking separately from core accounting platform. •<u>71% who have not implemented a more automated AR system</u> are stalled because they lack understanding of what technology is available.

Visual Identity Guidelines

Visual Identity: Logo

Primary Logo

This is the primary version of the logo. This version of the logo should be used whenever possible for both printed and digital collateral. The logo has been carefully crafted and should be used exactly as seen here. Do not add, alter, or remove any graphic elements as this would sacrifice the integrity of the mark. Do not create or add additional characters to this mark.



Secondary Logo

This is the secondary version of our logo. This version maintains the integrity of the primary logo, but is situated in a simpler shape. Please use this logo mark only as you see it here. Do not add, alter, or remove any graphic elements as this would sacrifice the integrity of the mark.



See Also: [Salesforce Partner Branding Guidelines](#)



**For partner use only.
Do not distribute.**

Visual Identity: Logo (continued)

One Color Primary Logo

This is the one color primary logo. This version is meant to be used when a limited color palette is presented, and should only be used as the primary blue, or reversed out in white.



One Color Secondary Logo

This is the one color secondary logo. This version is meant to be used when a limited color palette is presented, and should only be used as the primary blue, or reversed out in white.



For partner use only.
Do not distribute.

Visual Identity: Logo (continued)

Logo Versions

In the event that the full color logo may not be used, the primary and secondary logos may be used reversed out or in grayscale to fit the project needs.

It is recommended to use - whenever possible, the full color logo. The full color works best on a white or light colored background while the reverse works best on dark color backgrounds. If the use of the full color and reversed logo is not possible, use the appropriate grayscale option.

If you are unable to use more than one color swatch, the one color logos are also an option.



PRIMARY LOGO REVERSED



PRIMARY LOGO GRAYSCALE



SECONDARY LOGO REVERSED



SECONDARY LOGO GRAYSCALE



ONE COLOR STACKED
LOGO REVERSED



ONE COLOR STACKED
LOGO REVERSED



ONE COLOR HORIZONTAL
LOGO REVERSED



ONE COLOR
HORIZONTAL LOGO

Visual Identity: Typography

To help provide a consistent, unified look in the Accounting Seed brand's use of typography, only the brand typefaces should be used on all collateral and communications. IBM Plex Sans is the primary typeface for the Accounting Seed brand.

Each of these typefaces can be used in all weights and styles to allow for a variety of uses such as headlines, callouts, quotes, and subheads.

Download Font: [IBM Plex Sans](#)

PRIMARY TYPEFACE

IBM PLEX SANS

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

AaBbCc123

SECONDARY TYPEFACE

GOTHAM

abcdefghijklmnopqrstuvwxyz

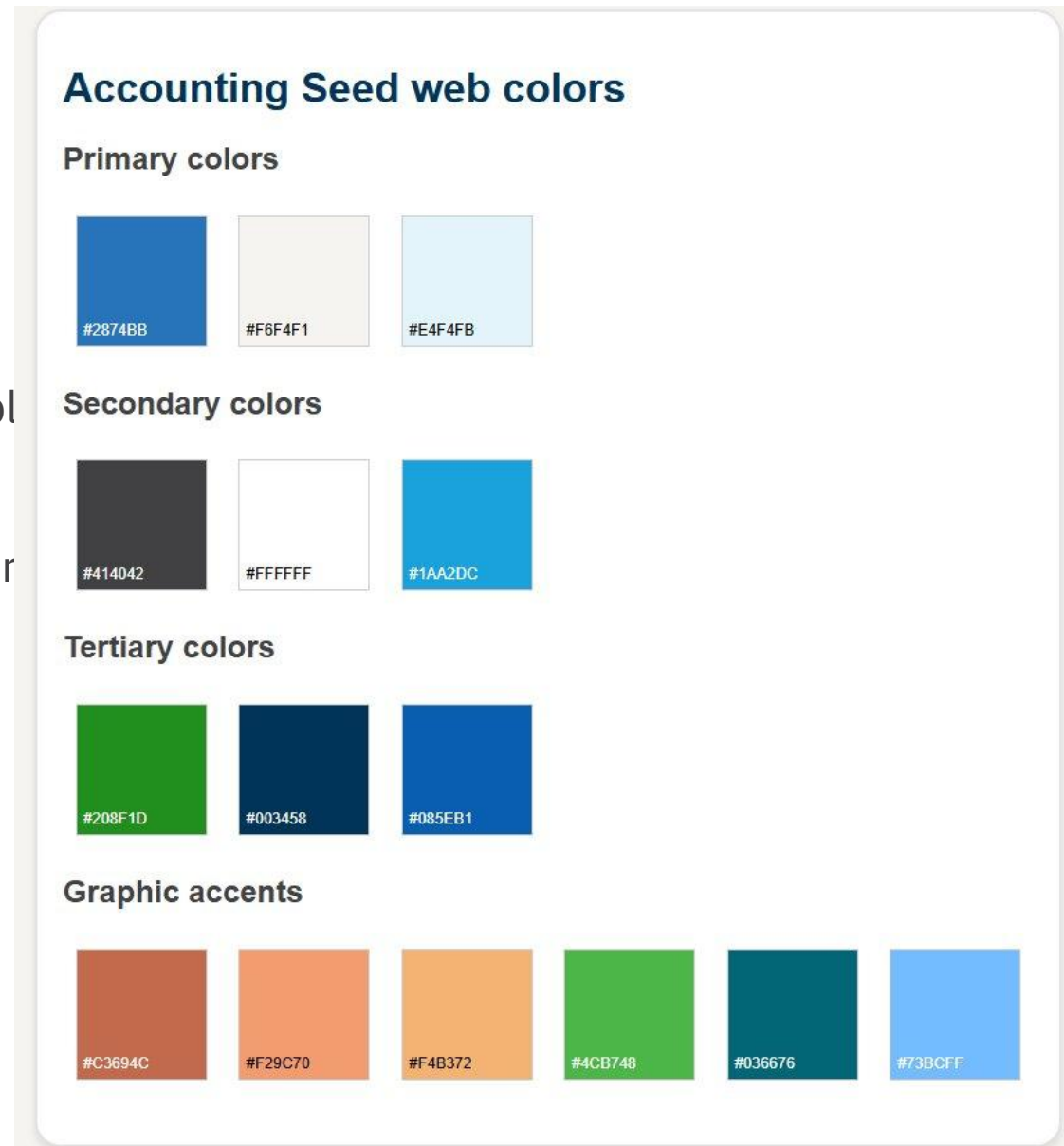
ABCDEFGHIJKLMNOPQRSTUVWXYZ

AaBbCc123

Visual Identity: Color

Notes:

- Secondary color S02 #1AA2DC is the core blue
- Hyperlinks should be 085EB1
- “Graphic accents” are generally only used on
- **Link:** [Accounting Seed web colors](#)

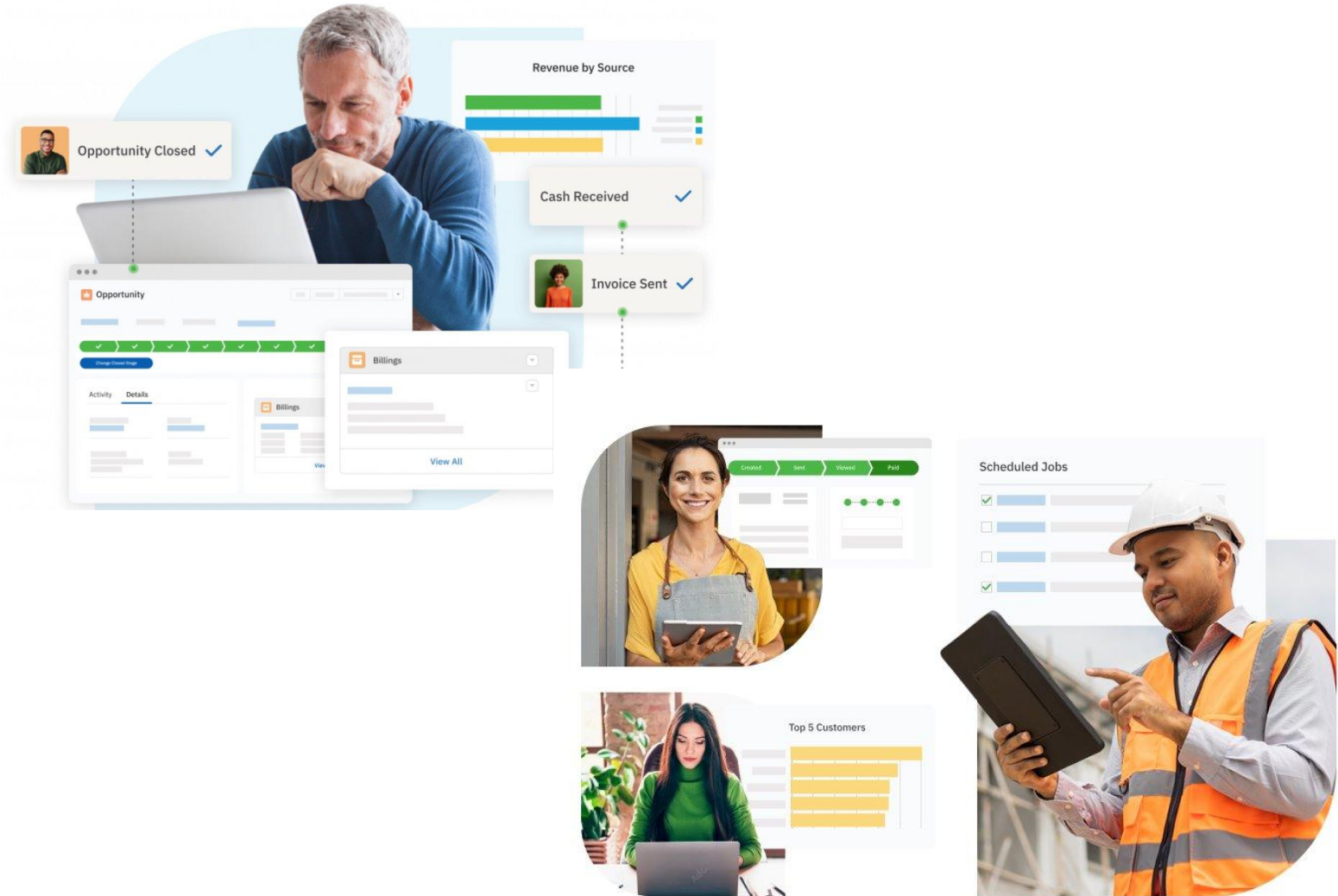


For partner use only.
Do not distribute.

Visual Identity: Image Style

Notes:

- Where possible, we utilize custom graphics to highlight the most important concepts that demonstrate our core value proposition. Images are people and UI focused to create a connection to our audience and show our solution “in action.”



Accounting Seed Custom Website Graphics Policy

Accounting Seed Custom Website Graphics Policy

Effective Date: January 1, 2025

1. Prohibition on Use by Accounting Seed Partners:

- Accounting Seed strictly prohibits its partners from utilizing any custom website graphics owned by Accounting Seed. Partners are expressly forbidden from downloading, screenshotting, or employing any method to capture Accounting Seed custom website graphics, whether online or in print.

2. Ownership and Reservation of Rights:

- All custom graphics displayed on www.accountingseed.com and its corresponding pages are the exclusive property of Accounting Seed. Accounting Seed reserves all rights to these graphics.

3. Enforcement:

- In the event that an Accounting Seed partner is found to be in violation of this policy, Accounting Seed reserves the right to contact the partner and demand the immediate removal of the graphics in question.

Marketing tools and resources

Resources Listing – Webinars [\(Link to all webinars\)](#)

Resource name	Description	Link
Is Your Accounting Data Ready for AI?	As businesses prepare for 2025, the role of accounting technology—and the rise of AI—has never been more critical.	https://www.accountingseed.com/resources/webinars/is-your-accounting-data-ready-for-ai-preparing-for-2025/
The Impact of Automation: A Finance Leader's Perspective	Two finance professionals who have successfully made the switch from traditional, manual accounting systems to advanced automated solutions.	https://www.accountingseed.com/resources/webinars/the-impact-of-automation-a-finance-leaders-perspective/
Accounting Automation: Added Expense or Critical Investment	Watch our on-demand panel discussion where our experts dive into the elements of automated accounting including the payoffs and rewards.	https://www.accountingseed.com/resources/webinars/accounting-automation-added-expense-or-critical-investment/
Expert Panel: The State of Accounting Automation	How automation is changing the accounting profession for the better. Why automation is a must-have in today's competitive market. How to leverage automation for AR, AP, and other daily tasks.	https://www.accountingseed.com/resources/webinars/expert-panel-the-state-of-accounting-automation/
The Hidden Costs of Bad Financial Data <i>(And what to do about it!)</i>	Top 3 data issues holding companies back and what you can do right now to overcome them.	https://www.accountingseed.com/resources/webinars/the-hidden-costs-of-bad-financial-data/
Cut your month-end close in half with Accounting Seed	Get a firsthand look at Accounting Seed today!	https://www.accountingseed.com/resources/webinars/live-demo/
Accounting Game Changers Automation, Security, & Connected Tech	Insights into how leaders can harness technology to advance their business.	https://www.accountingseed.com/resources/webinars/accounting-game-changers/

Resources Listing – Guides [\(Link to Guides\)](#)

Resource name	Use for	Link
Accounting Software Buyer's Guide	Early interest: prospects not ready for a demo, but looking for accounting software	https://www.accountingseed.com/resources/accounting-software-buyers-guide/
Playbook for Accounting Efficiency	Early interest: step-by-step guide to determine how to implement accounting automation when the growth of your business depends on it	https://www.accountingseed.com/lp-your-playbook-for-accounting-efficiency/
Don't waste another minute on Manual Accounting	Early interest: Accounting automation focus, includes videos	https://www.accountingseed.com/lp-dont-waste-another-minute-on-manual-accounting/
Bad financial data is costing you more than you think	Early interest: Understanding that unified data is the key to accounting efficiency	https://www.accountingseed.com/lp-bad-financial-data-is-costing-you-more-than-you-think/
Guide to AP Automation	APA interest: Learn how automating your AP can simplify payments, improve spend management, and drive faster growth.	https://www.accountingseed.com/lp-guide-to-ap-automation/
Guide to AR Automation	ARA interest: What's driving businesses to automate AR? 3 pressures pushing manual accounting to the breaking point.	https://www.accountingseed.com/lp-guide-to-ar-automation/
Guide to Data Accuracy	Stop questioning, start acting: How to achieve accurate financial data across every area of your business	https://www.accountingseed.com/lp-data-accuracy-guide/
5 signs it's time to move on from QuickBooks	QB users: Comparison of Accounting Seed vs QuickBooks in 5 key areas	https://www.accountingseed.com/lp-5-signs-its-time-to-move-on-from-quickbooks/
Accounting on Salesforce	Early interest: prospects not ready for a demo, but looking for accounting software	https://www.accountingseed.com/ultimate-guide-to-accounting-on-salesforce/

Resources Listing – Case Studies [\(Link to Success Stories\)](#)

Resource name	Industry	Link
Downtown Streets Team saves 48 hours every month with Accounting Automation	Nonprofit	https://www.accountingseed.com/resource/blog/downtown-streets-team-saves-48-hours-every-month-with-accounting-automation/
Gordon James Realty Expands their Business with the Help of Automation and Custom Accounting Processes	Real Estate	https://www.accountingseed.com/resource/blog/gordon-james-realty-expands-their-business-with-the-help-of-automation-and-custom-accounting-processes/
JumpRope Increases Financial Efficiency by 400% with Accounting Automation	Software Education	https://www.accountingseed.com/resource/success-stories/jumprope-increases-financial-efficiency-by-400-with-accounting-automation/
The Back Office Power Behind LionHeart	Services	https://www.accountingseed.com/resource/success-stories/the-back-office-power-behind-lionheart/
Master Case Study List (internal Only)	N/A	BuyersJourney_ContentList.xlsx
Case Study listing (on website)	N/A	https://www.accountingseed.com/resources/?resource_type=success-stories
Customers by Industry	N/A	https://accountingseed.lightning.force.com/lightning/r/Report/0003j000006zFJNEA2/view?queryScope=userFolders

Resources - Product

Type	Use for	Link
Video: Salesforce Ben Review of Accounting Seed	Early interest: they want to know more about Accounting Seed in general	https://www.salesforceben.com/accounting-in-salesforce-automating-your-key-processes/
Video: [High-level Overview] Cut your month-end close in half with Accounting Seed	Mid interest: high-level overview of Accounting Seed for prospects not ready for sales-led demo (NOTE: this video also listed on "Webinars" slide)	https://www.accountingseed.com/resources/webinars/live-demo/
Collateral: Feature Sheets	Mid interest: Prospect wants information on specific features	SharePoint > Sales Team > Collateral
Video: AR Automation	Mid interest: Prospect wants information on specific features	https://www.accountingseed.com/lp-webinar-leveling-up-your-accounting-tech-with-ar-automation/
Video: AP Automation	Mid interest: Prospect wants information on specific features	https://www.accountingseed.com/product/ap-automation/#video
Video: Multi-book Accounting	Mid interest: Prospect wants information on specific features	https://www.accountingseed.com/product/multi-book-accounting/
Video: Financial Analytics	Mid interest: Prospect wants information on specific features	https://www.accountingseed.com/lp-webinar-leveling-up-your-accounting-tech-with-financial-analytics/
AR Automation Savings Calculator	Mid interest: Prospect wants information on specific features	https://www.accountingseed.com/ar-calculator/
AR/AP savings calculator	COMING SOON	COMING SOON

Campaign Materials

Inspiration for your go-to-market campaigns

The campaigns below are recent Accounting Seed marketing campaigns based on webinar content.

Please review the campaigns as examples and inspiration for your marketing initiatives.

Want to explore working together? Contact us at partners@accountingseed.com

Campaign 1

Accounting Trends & Predictions for 2025 and beyond

[On-demand webinar](#)

In Sharepoint you will find:

- Email copy
- Graphics
- Social posts
- Recording of the webinar

Campaign 2

Is Your Accounting Data Ready for AI? Preparing for 2025

[On-demand webinar](#)

In Sharepoint you will find:

- Email copy
- Graphics
- Social posts
- Recording of the webinar

Campaign 3

The Impact of Automation: A Finance Leader's Perspective

[On-demand webinar](#)

In Sharepoint you will find:

- Email copy
- Graphics
- Social posts
- Recording of the webinar

Co-selling with Salesforce

How to share Accounting Seed's value with Salesforce selling teams

Salesforce selling teams—from AEs to RVPs—care about one thing: closing business. Here are some tips for talking about Accounting Seed with Salesforce teams.



What does Accounting Seed bring to the table for Salesforce AEs?

- **Increase ACV on Every Deal**
 - Expand license sales to include back office staff, warehouse teams, and finance departments.
- **Boost Agentforce Adoption**
 - Unified data on Salesforce is essential to unlocking the full value of Agentforce.
- **Drive Long-Term Customer Value**
 - Once customers adopt accounting native to Salesforce, they're more likely to increase their overall investment in other clouds and tools (i.e. more room for upsells overtime!)

Help us get to know you

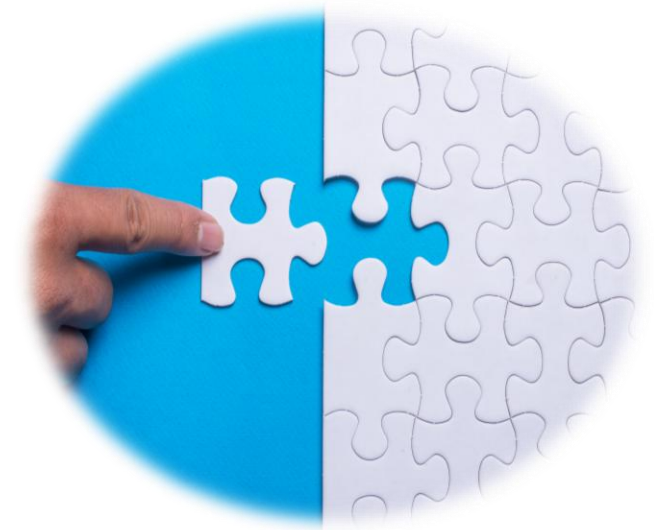
In order for the Accounting Seed marketing team to understand how your business goes to market today, we ask that you complete the Marketing Vitals form.

In this form, we'll ask you to provide:

- Partnership type and status
- Your main marketing contact
- Your company value proposition
- Key marketing messages
- Current marketing channels

This helps our team discover ways we can work together now and in the future.

[Click here](#) to access the Marketing Vitals form.



Thank you for being a valued partner.

Visit the [Partner Center](#) for more info.