

# An Account Executive's Guide to Clients & Profits<sup>®</sup>



---

**CLIENTS & PROFITS**

Account executives have arguably one of the most complex jobs within an advertising agency or design firm. Just describing all the many different roles you perform can be mind boggling. Keeping up with the clients demands such as... "where's that estimate?" "have you completed the copy on the project yet?" "what to you mean we went over budget!" "I didn't tell you that red, I told you green!" can be enough to really keep you on your toes. Combine this with the agency's demand's of "I need you do to an estimate before we start work," "I can't create that for \$500," "have you done your billing yet?" and it's enough to make you pull your hair out.

While Clients & Profits can't keep these kinds of questions from happening, we can help you manage your business.

### Why Clients & Profits?

You might think Clients & Profits is just an accounting system—something for administration. The fact is, Clients & Profits handled production for over three years before it could ever print a financial statement. From its start in 1986, Clients & Profits focused on the job processes for the ad business: Tracking job tickets, estimates, traffic, and costs. It was never designed as a back-office accounting system. It was made with the idea that anyone who



# “So what does Clients

needed to know something about a job can see it from their own computer, without chasing down someone in Accounting—or rummaging through chaotic job jackets.

### Jobs, estimates, billing, and more—all in the same software

“Can I do estimates and billing?” Yes, built into Clients & Profits is a complete job estimating system. Clients & Profits understands you need to explain the costs of the project to your clients, and at the same time helps keep the work performed by the staff to the correct tasks. You have several customizable options for preparing the look and feel of the estimate. Then, when it comes time to bill, you can make the final invoice look just like the estimate, making invoice approval easier for the client, and hopefully payment will be in fast for the shop.

“But it doesn't do everything I need.” We're not saying that Clients & Profits will be a 100% perfect fit in your shop. But there's a



### This guide will help

This guide will give you ideas about how to use Clients & Profits for tracking jobs, managing estimates, change orders, keeping up with your clients' job progress, and how to print reports that show how you came out on the job. Clients & Profits can make your life easier, giving you more control over the work you do. It's worked for lots of people at lots of agencies. That's a compelling reason to make it work for you.

# “Clients & Profits do for me?”

compelling reason to give it a try—it'll show you what's going on, any time. There are lots of ways to use Clients & Profits to manage the jobs you're responsible for, along with having information at your fingertips for quick answers. You don't have to do everything at first, either. But take a look at what the software gives you: Fast easy ways to open jobs, semi-customizable estimates, real-time job progress and cost information, and more. Think about what you really need to know each day to get the work done. Then find the job reports that best work for you. Once you know what you're looking for, you'll discover which parts of Clients & Profits to use now.



# The electronic job jacket knows everything

The job ticket is the foundation of Clients & Profits. It's an electronic job jacket that manages nearly everything you do, tracking estimates, schedules, change orders, print specification, creative briefs, costs and billings.

## Every project has an on-line job ticket

You will open a job ticket for every project the shop starts, whether it's for a client or the agency itself tracking internal work, client presentations, and pro-bono jobs. You can use either job types/spec sheets or projects to group your jobs together by type, such as *brochure, web site, direct mail, annual report* etc.

When adding a new job, you'll find the fields for the important information you'll want to keep and reference about the particular job—like start and due date, the client contact, detailed job descriptions for the work to be done, client purchase order fields, and client cost center codes.

You'll give each job ticket a set of job tasks that describe the work being produced, such as *artwork, copywriting, design, media buying, account coordination* and *printing*. Job tasks are completely customizable for flexibility. They serve many purposes, including estimating, scheduling, job costing, and billing. A job can have dozens of job tasks. To save time, spec sheets can be created with a special collection of tasks. When a job is opened with a spec sheet, its tasks are copied to the new job automatically (along types of information such as beginning estimates, est. hours, milestones, and even standard creative brief headings).

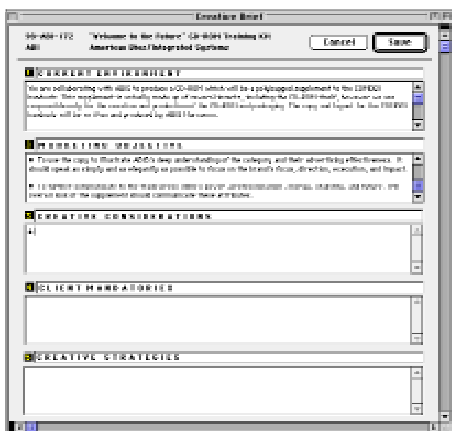
Job tickets are always available from any Mac or PC in your shop (that is, if you have the access privileges). So it's easy to review

**Job Ticket**

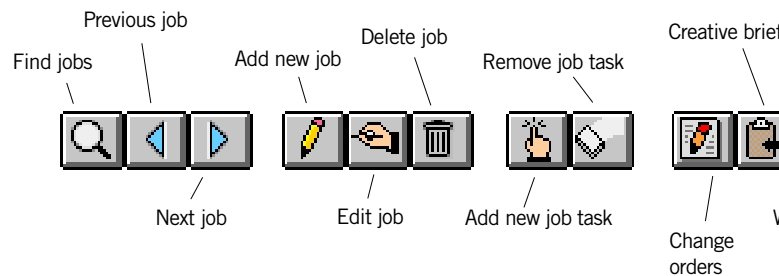
Number : SED-131 Collateral  
 Client : SED SED Galaxy Studios  
 Title : Portfolio Book Cover - Creative & Pro  
 Contact : Wendy Irwin  
 Starts : 05/11/98 Due : 07/02/98

Task :	Who :	0
CMG	Computer-Aided Graphi	-- \$ 1
ADD	Art Direction	-- \$ 2
CDD	Creative/Design Direct	-- \$
BES	Design/Concept	-- \$
CCM	Comprehensive Layout	-- \$
PHOS	Photoshop	-- \$ 1
CTP	Typesetting	-- \$
CPR	Computer-Aided Produc	-- \$ 3
PRM	Production Management	-- \$
CGP	Computer-Generated Cc	-- \$
FED	Federal Express	-- \$
MSG	Messenger Service	-- \$
PJC	Project Coordination	-- \$
PJM	Project Management	-- \$
PRF	Proofreading	-- \$

Charge #: 1-AAA-NFH33

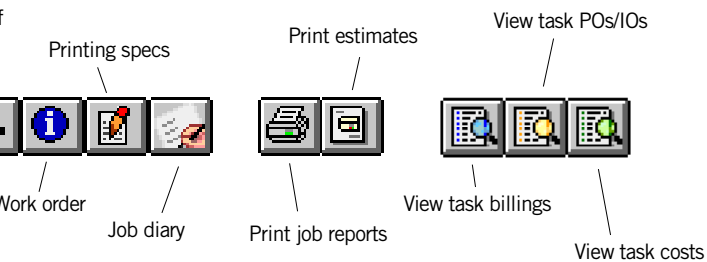


## What the toolbar buttons do:



**Inside the creative process.** The creative brief documents for the client the creative process your agency follows to produce the work. The steps in the creative brief are completely customizable, from job to job.

Original Chg Orders	Est Hrs	Billed	Unbilled
600.00	\$ 0.00	0.00	\$ 0.00
400.00	\$ 270.00	0.00	\$ 1,250.00
400.00	\$ 0.00	0.00	\$ 900.00
800.00	\$ 700.00	0.00	\$ 0.00
800.00	\$ 270.00	0.00	\$ 375.00
098.00	\$ 1,400.00	0.00	\$ 0.00
360.00	\$ 0.00	0.00	\$ 0.00
600.00	\$ 320.00	0.00	\$ 1,350.00
810.00	\$ 0.00	0.00	\$ 337.50
800.00	\$ 0.00	0.00	\$ 54.00
\$ 50.00	\$ 0.00	0.00	\$ 0.00
120.00	\$ 0.00	0.00	\$ 0.00
320.00	\$ 0.00	0.00	\$ 0.00
120.00	\$ 0.00	0.00	\$ 6.40
298.00	\$ 0.00	0.00	\$ 0.00
<b>576.00</b>	<b>\$ 2,960.00</b>	<b>\$ 4,272.90</b>	<b>\$ 10,175.36</b>

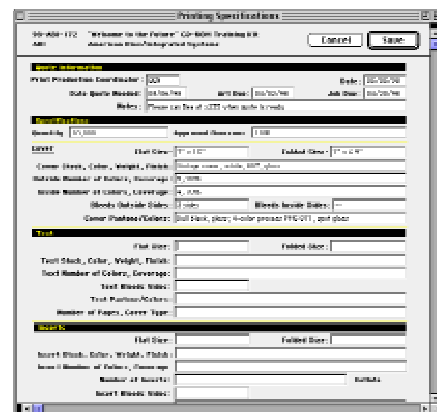


your job's progress from start to finish. Anything anyone does for your jobs appears in the Job Ticket windows. These production windows let you easily see a job's estimate, task schedules, traffic milestones, and status. You can also analyze the job's costs, time sheets, open purchase and insertion orders, and unbilled tasks with the click of your mouse.

All this makes job tracking much faster than ever before, since there are no more thick job jackets or job binders to sort through. And since everyone in the office works from the same shared database, you'll instantly see everyone's changes as they are made—so you'll always work (and make decisions) from accurate data.

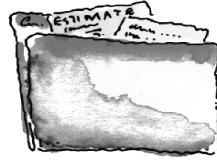
### No more job books

New jobs can be numbered automatically, so there's no need to maintain a separate job book with job numbers. Automatic job numbers can contain client number and the year. If the system is set up to number jobs sequentially by client, the next number will be copied from the client account. Otherwise, the next number will be copied from the system. The automatic job number can be changed. Once you've set up the job, then the traffic department can then schedule the creative staff to perform the work for the client. While the work is being scheduled, you can prepare the client estimate for their approval. Once the estimate's been approved, everything's in place in the shop to begin working.



### On-line printing specifications.

Dozens of specific characteristics about a print job can be entered on-line. Anyone with access to jobs can see, change, and print an up-to-date Printing Specifications form.



# Easy estimating

Estimates are not created separately from the job ticket; instead, estimates are seamlessly integrated with the job and its tasks.

Estimates are based on the tasks you've added to a job; in fact, tasks are the basis of the estimate. So the details you enter for a task—the task name, group, sort—is what the client sees on the printed estimate. Jobs are estimated by task.

**Customizable** Estimates feature three different customizable estimate columns. All three columns can be used when estimating jobs with multiple print quantities (e.g., 10M, 25M, 50M) or a choice of qualities (e.g., 2-color, 4-color, 6-color) with either phases or differently-priced options. Estimates can be revised and reprinted as many times as needed, and print on letterhead.

**Budgets** Each job task can have a budget amount, which represents the agency's net cost to produce the work. It is the amount of money and time you're planning to spend to finish the work. Clients don't see budget amounts—only estimate amounts—so they're used

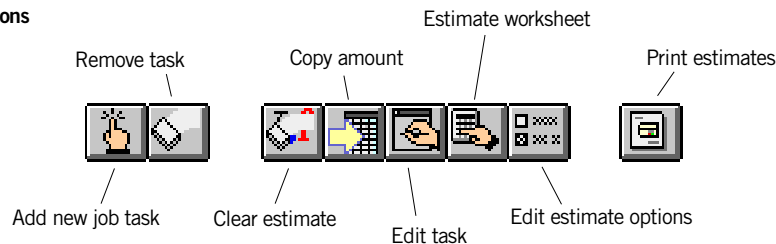
for internal cost tracking only. Job reports compare budget vs. estimate to calculate the job's gross margin. Users are warned when they're near or over budget on a job task.

**Revising estimates** Clients & Profits automatically tracks estimate revisions. The job starts with an *original* estimate, which can be changed many times before it is presented to the client. But once the client sees the estimate, changes are made to the "revised" estimate. Each revision is numbered automatically.

Task	Description	Group	Budget	Original	Revised	Final
* CMG	Computer-Aided Graphics	1111	1000.00	\$ 1,600.00	\$ 1,670.00	\$ 1,999.00
* ADD	Art Direction	1111	\$ 1,600.00	\$ 2,400.00	\$ 2,490.00	\$ 2,555.00
* CDD	Creative/Design Direction	1111	\$ 300.00	\$ 400.00	\$ 480.00	\$ 520.00
* DES	Design/Concept	1111	\$ 600.00	\$ 800.00	\$ 812.00	\$ 847.00
* CCM	Comprehensive Layout	1111	\$ 550.00	\$ 800.00	\$ 859.00	\$ 899.00
* PHOS	Photoshop	1111	\$ 750.00	\$ 1,098.00	\$ 1,330.00	\$ 1,788.00
* CTP	Typesetting	2222	\$ 150.00	\$ 360.00	\$ 366.00	\$ 387.00
* CPR	Computer-Aided Production	2222	\$ 1,900.00	\$ 3,600.00	\$ 3,770.00	\$ 4,001.00
* PRM	Production Management	2222	\$ 500.00	\$ 810.00	\$ 866.00	\$ 720.00
* CGP	Computer-Generated Color Proofs	3333	\$ 900.00	\$ 800.00	\$ 846.00	\$ 879.00
* FED	Federal Express	3333	\$ 50.00	\$ 50.00	\$ 67.00	\$ 89.00
* MSG	Messenger Service	3333	\$ 120.00	\$ 120.00	\$ 155.00	\$ 189.00
* PJC	Project Coordination	4444	\$ 250.00	\$ 320.00	\$ 357.00	\$ 392.00
* PJM	Project Management	4444	\$ 100.00	\$ 120.00	\$ 130.00	\$ 154.00
* PRF	Proofreading	6666	\$ 200.00	\$ 298.00	\$ 290.00	\$ 459.00
			\$ 8,470.00	\$ 13,576.00	\$ 14,588.00	\$ 15,878.00

**Choosing a final estimate** The final estimate is the one the client approves. The final estimate's amounts appear on the job ticket window, job summaries, and other reports. The Final Estimate pop-up menu shows the names of your estimate columns, along with options for "none" (i.e., no estimate) and "all" (i.e., when all estimate amounts are combined). Choosing one of the three estimates makes it final. This selection isn't saved unless the estimate is saved. It's all a very easy process.

Estimate window toolbar buttons



# ADV

## Estimate

Delia Holland  
BAC-Channel Partners  
2727 Wacker Dr #300  
Chicago IL  
60101

Date 05/02/96  
Number BAC-121  
Revision 4  
AE/Team AAA  
Client PO# A-1284300  
Due Date: 02/29/96

**Name/Title:** Revisions to Service Brochures  
**Creative Dir:** Sandy Templeton  
**Phone:** 213 999-1927  
**Desc/Specs:** Revise covers and inside pages to 8-page plus cover brochures. Includes Photoshop changes to cover. Copy changes are handwritten. Finished art is digital file. Printer will strip in 4c art at same size as previously used.

Description	Estimate
Computer-Aided Graphics	\$ 900.00 *
Creative/Design Revisions	\$ 700.00 *
Copywriting	\$ 180.00 *
Photoshop	\$ 450.00 *
<b>Creative Subtotal:</b>	<b>\$ 2,230.00</b>
Typesetting	\$ 360.00 *
Computer-Aided Production	\$ 540.00 *
Production Management	\$ 540.00 *
<b>Production Subtotal:</b>	<b>\$ 1,440.00</b>
Computer-Generated Linos/Film	\$ 700.00 *
<b>Fulfillment Subtotal:</b>	<b>\$ 700.00</b>
Project Management	\$ 360.00 *
<b>Account Management Subtotal:</b>	<b>\$ 360.00</b>
Project Administration	\$ 70.00 *
<b>Administration Subtotal:</b>	<b>\$ 70.00</b>
<b>Subtotal</b>	<b>\$ 4,800.00</b>
*7.7500% Sales Tax:	\$ 372.00
<b>TOTAL</b>	<b>\$ 5,172.00</b>
Including 10.00% contingency:	\$ 5,689.20

*This estimate includes only the items listed above, and does not include client revisions that exceed the estimated amount.*

### Approvals:

Client \_\_\_\_\_ Date: \_\_\_\_\_



# Making changes

Change orders document changes made to a job's estimate after it has been approved by the client. They give the account executive a way to save potentially costly misunderstandings between the agency and the client when a job has gone over budget, or to verify that non-cost changes made by the client are communicated to everyone involved. Change orders are linked together and referenced as part of the job ticket, and can be reprinted after the job is closed.

When a change is requested (by either the client or the agency, it doesn't matter), a change order can be added then printed. The printed change order looks very much like an estimate. Unlike the estimate, it only shows the cost and description of the change being requested. The client signs off on a change order just like they sign off on an estimate, giving the authorization to exceed the job's estimate. A new change order is printed automatically when it is saved.

Change orders are better than printing a revised estimate, since it doesn't remind the client of the job's total cost. Clients see only the change order amount. A change order doesn't affect the job's original estimate, either. Instead, the change order amount is tracked for each job task separately.

A change order can include up to six tasks from the same job ticket. A long description can be included to explain what's being changed. Since clients will see this information, don't enter anything confidential or potentially embarrassing. Each change

order has a standard type that quickly identifies the kind of change order:

- Additional Info
- Agency Corrections
- Client Revisions
- F-Y-I

or a custom change order type, which is user-defined.

For tracking the costs associated with a change order, the task estimate and change order amounts appear on job progress reports. Both can be billed

automatically in Accounts Receivable.

Change Orders				
SED-133 Quarterly Newsletter		Mindy Williams		
SED SED Galaxy Studios		760/999-9999		
When	Who	Amount	What	
6	02/18/98 5:00 PM	PO	\$ 744.00 *	Add'l photography for new product
5	02/17/98 4:27 PM	PO	\$ 333.25	Courier delivery to show
4	02/03/98 3:48 PM	PO	\$ 48.00	Fedex proofs for Sat AM delivery
3	02/03/98 12:54 PM	PO	\$ 70.00	Type change on film
2	01/28/98 11:35 AM	PO	\$ 1,280.00	Add'l color for newsletter cover
1	01/13/98 3:52 PM	PO	\$ 30.00 *	Redo film output for revised logo
* Approved		\$ 2,613.25		



## Change Order

*Agency corrections*

**Channel Printers**  
2727 Wacker Dr #300  
Chicago IL  
60101

**Date** 01/06/95 3:26 PM  
**Job Number:** CB127  
**Number:** 12  
**AE/Team** RED

**Name/Title:** Client Seminar Promotional DM  
Sandy Thomson  
**Phone:** 714 233-5000

---

Change Description	Change Amount:
--------------------	----------------

---

**Added costs for printing**

Lithography	\$ 3,720.00
Computer Photo Scans	\$ 477.00
Concept/Creative Direction	\$ 5,650.00

*Added the cost for printing, specifications as follows:*

**ENVELOPES**

*Quantity: 1,300*

*Stock: 80# Karma White - Book*

*Ink: 2c/0c*

*Size: A-7*

*Bindery: Convert to envelopes*

**BROCHURE**

*Quantity: 1,300*

*Stock: 80# Karma White - Cover*

*Ink: 2c/2c*

*Size: flat size 5" x 21" folded to 5" x 7"*

*Bindery: Score, fold, trim*

**BOUNCE BACK CARD**

*Quantity: 1,300*

*Stock: 80# Karma White - Cover*

*Ink: 2c/2c*

*Size: 4 3/4" x 6 3/4"*

*Bindery: trim to size*

*All of the pieces convenient carton and ship to the client in Skokie.*

---

<b>TOTAL:</b>	<b>\$ 9,847.00</b>
---------------	--------------------

**Approvals**

Client \_\_\_\_\_ Date: \_\_\_\_\_

Supra/Kit & Associates

# Keeping clients up-to-date

One of the most important jobs AEs perform is to keep the client up to date on how their jobs are progressing through the shop. Having easy, quick access to job, estimate, cost, and traffic information is critical to keep you from looking out-of-touch. Along with easy access to data, you also want to make sure your not telling the client old information, or information you've already told him before. Clients & Profits makes it easy to look good by providing client-focused reports like the Client Job Status List (see right). Or, print client reports like the Job Hot Sheet, Traffic Hot Sheet, Job Diary, and Detailed Job Summary to better prepare for client meetings.

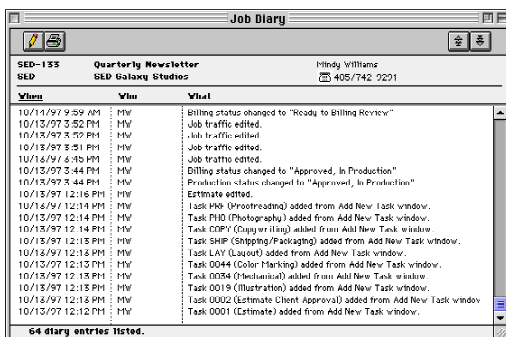
**The Job Status List** The Daily Job Status report is designed to be printed every morning to summarize the shop's work in production. The report is printed from the Daily Job Status window after the job status is updated, which is a function normally performed by Traffic. Once the traffic department has updated the job status, print the report to see your client's jobs, including due date, job name, A/E team, project, billing status, and any status notes entered by the traffic department.

**The Job Diary** Each job ticket has a diary that tracks the job's history. The job diary helps users see what kind of changes have been made since the job was opened. A production manager can see a job's history from his or her own computer, instead of tracking down and interrogating everyone who worked on it. Job diary entries are made automatically when many kinds of changes are made.

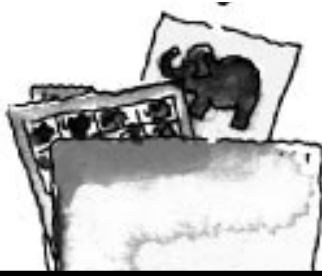
New entries can be added manually to document conference reports from client meetings, memos, and phone calls that are important to a job's progress. Diary entries don't appear on client reports, but can be printed with job reports. Since one of the important functions of the job diary is to track who did what on a job, diary entries can't be deleted. If an entry were

## Clients & Profits Sample DATA Client Job Status List

American Bios/Integrated Systems (ABI)			
Number:	Name/Title:	Starts:	Due Date:
<b>New Job (10)</b>			
ABI-148	Edge Runners: Design Templates	06/01/97	
<b>Pending Client Approval (199)</b>			
ABI-104	Spring Flyers: Edge Runners Spring Sell Sheet	01/02/97	02/12/97
ABI-105	Edge Runners Spring Sell Sheet	01/12/97	02/12/97
ABI-107	Edge Runners: Green Workbooks	01/12/97	02/12/97
ABI-120	Edge Runners: Deluxe Line Posters (5)	01/12/97	01/14/97
ABI-141	3" Vinyl folders - Mechanical art	03/01/97	
ABI-147	Edge Runners: Manual Planner (6)	04/01/97	05/15/97
ABI-150	Edge Runners 5 1/2" photography footprint	06/02/97	
ABI-156	Power Pipes: 5 1/2" Display Card	06/30/97	10/02/97
<b>Approved, In Production (200)</b>			
ABI-103	Advertising & Color Output	04/25/97	
ABI-109	Power Pipes: Power Advertising & Color Outpu...	10/01/98	12/31/98
ABI-111	Star Nine Web: Tri-folder	09/15/98	11/15/98
ABI-127	Power Pipes: Texas Dealer kit	02/18/97	
ABI-133	Open Doc: Silicon Valley Dealer kit	02/07/97	
ABI-134	Edge Runners: Deluxe Size Letter Envelopes	01/31/97	02/09/97
ABI-144	Comdex	05/16/97	
ABI-145	Power Illustration	05/31/97	
ABI-146	Edge Runner: Telescoping Charts	03/01/97	03/14/97
ABI-149	Edge Runners: Poster Card #2 Pkg.	06/02/97	
ABI-151	Edge Runners insert packages	06/02/98	11/02/98
ABI-152	Pipeline Instruction Manual	06/08/98	12/01/98
ABI-153	Pipeline Instruction Manual - Tutorial	06/08/98	07/31/98
ABI-154	Pipeline Package	06/09/98	10/21/98
ABI-155	Pipeline Sell Sheet	06/20/98	10/31/98
ABI-999	Miscellaneous Work	04/28/97	
<b>Photo/Art Phase (210)</b>			
ABI-116	Edge Runners: Auto Runners Cards (5)	01/04/97	02/12/97
<b>Re-Opened (300)</b>			
ABI-186	Misc charges - June	06/28/97	



**Long-term memory** The job diary features a chronological history of the job's activity, from the moment it was opened to the day it was closed. Some diary entries (e.g., when tasks are added, estimates are revised, etc.) are automatic, while others can be added by staffers as needed.



10/20/98 22:43, Page 1

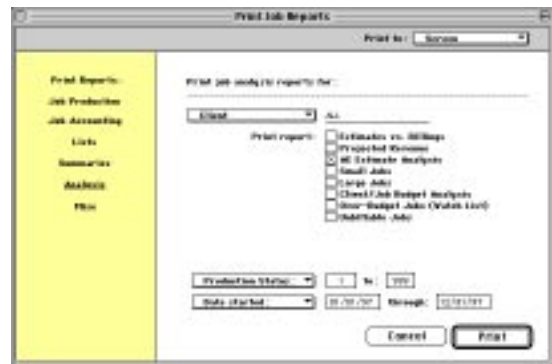
AE/Team:	Acct. Executive	Status Note:
FRD	Fred Dean	
TAB	Tammy Burns	Need to re-do draft sketch
TAB	Tammy Burns	Layout App --rejected
TAB	Tammy Burns	In Production
FRD	Fred Dean	On Hold in Creative
TAB	Tammy Burns	client gone on vacation
DED	Debbie Downs	4-29-96: On Hold Per Client
FRD	Fred Dean	client to sign off next week
DED	Debbie Downs	Copy meeting next Thurs.
TAB	Tammy Burns	copy and art prelims. due thurs.
TAB	Tammy Burns	
TAB	Tammy Burns	
MM	Mary Meyers	copy appr. art due yesterday
TAB	Tammy Burns	copy revisions sent last week to c...
FRD	Fred Dean	all work done, waiting on printin...
FRD	Fred Dean	Comdex is Jan 10, 1999
DED	Debbie Downs	additional revisions to illust. due
DED	Debbie Downs	Urgent
FRD	Fred Dean	gone to print 10/15
FRD	Fred Dean	
DED	Debbie Downs	
FRD	Fred Dean	
FRD	Fred Dean	
DED	Debbie Downs	
FRD	Fred Dean	
DED	Debbie Downs	
FRD	Fred Dean	catch-all job for misc time
TAB	Tammy Burns	In Production Art (Fast)
TAB	Tammy Burns	miscellaneous client costs for June

deleted, the job history would be incomplete.

**Job Snapshots** Clients & Profits provides many ways to track a job's progress on-line. The job's "snapshot" provides an up-to-the-minute look at its estimate vs. billings, estimated hours vs. actual hours, profit to date, and the job's next billing. The job's "progress" window shows totals for each job task.

The Job Snapshot window supplies account executives, account coordinators, and others with an up-to-the-minute snapshot of a job's progress. Quick calculations show the job's remaining estimate and profitability. This helps users catch any problems before they become serious—and expensive or troublesome to fix. A job's advance billing balance appears in the Snapshot window. The balance is the amount you can apply against upcoming invoices for this job.

Account executives can use the job snapshot to better plan the upcoming billings. Reports like this show what's expected to be billed during the next billing cycle. Account executives can use the job snapshot to review a job's estimates vs. actuals. If a job looks like it is costing too much, the over budget amount can be entered into the snapshot window. Progress reports can be printed showing these problem jobs, so that they can be watched more closely.



**Job reports for every season** Clients & Profits features dozens of job production and accounting reports. Anyone in Account Service can print the reports they need, right from their own desk.

# Keeping yourself up-to-date

Clients & Profits provides many ways to track a job's progress on-line.

**Take a snapshot** Every day, account executives use the job's Snapshot window to check its profitability, remaining estimate, and to better plan the upcoming billings. By entering the date and amount of the job's next billing, you can print exceptionally helpful pre-billing reports. These reports show what's expected to be billed during the next billing cycle. Account executives can use the job snapshot to review a job's estimates vs. actuals. If a job looks like it is costing too much, the over budget amount can be entered into the snapshot window. This helps you catch any problems before they become serious (and expensive or troublesome) to fix.

The Job Snapshot window displays the job's estimate, hours, profitability, and billing totals. If account planning is important, the cost amounts and hours needed to finish the job, as well as the amount and date of the next billing, can be entered here. These totals appear on the printed Snapshot Worksheet report, which is used by account supervisors to track each job's percent complete.

**"How much have we spent?"** It's easy to view a task's costs, purchase orders, and billings—it's all right on the Job Ticket window. Clicking on the View Billings, View Costs, or View POs/IOs toolbar buttons shows the job's billings, costs, and purchase orders in detail on the computer's screen. They are an extremely fast and simple way to see a job's activity without printing reports. The job's activity can be viewed anytime.

## Clients & Profits Sample Data

### Job Summary

**Number:** SED-131 Portfolio Book Cover - Creative & Production  
**Client:** SED SED Galaxy Studios  
**Production Status:** 200 Approved, In Production  
**Type:** Collateral

Task:	Description:	Estimate:	Chg	Orders:	Est. Hours:	Ac Hours:
CMG	Computer-Aided Graphics	1,600.00	--		16.00	
ADD	Art Direction	2,400.00	270.00		24.00	3
CDD	Creative/Design Direction	400.00	--		4.00	1
DES	Design/Concept	800.00	700.00		8.00	
CCM	Comprehensive Layout	800.00	270.00		8.00	2
PHOS	Photoshop	1,098.00	1,400.00		--	1
	<b>Creative</b>	<b>7,098.00</b>	<b>2,640.00</b>		<b>60.00</b>	<b>73</b>
CTP	Typesetting	360.00	--		4.00	
CPR	Computer-Aided Production	3,600.00	320.00		40.00	3
PRM	Production Management	810.00	--		9.00	1
	<b>Production</b>	<b>4,770.00</b>	<b>320.00</b>		<b>53.00</b>	<b>44</b>
CGP	Computer-Generated Color	800.00	--		8.00	
FED	Federal Express	50.00	--		--	
MSG	Messenger Service	120.00	--		--	
	<b>Fulfillment</b>	<b>970.00</b>	<b>--</b>		<b>8.00</b>	
PJC	Project Coordination	320.00	--		4.00	
PJM	Project Management	120.00	--		--	
	<b>Account Management</b>	<b>440.00</b>	<b>--</b>		<b>4.00</b>	<b>2</b>
PRF	Proofreading	298.00	--		4.00	
	<b>Administration</b>	<b>298.00</b>	<b>--</b>		<b>4.00</b>	
<b>TOTAL:</b>		<b>13,576.00</b>	<b>2,960.00</b>		<b>129.00</b>	<b>121</b>

#### Specifications:

Design and produce Portfolio book covers - produce 3 designs.

Summ  
Proje  
Actua  
Estim  
Estim  
Hours  
Open  
Adva



**Snapshots** The job's Snapshot window takes an up-to-the-minute picture of the job's estimate, billings, costs, and hours. It's only takes a minute to see if the job's a money-maker—or a money-loser that needs serious help.

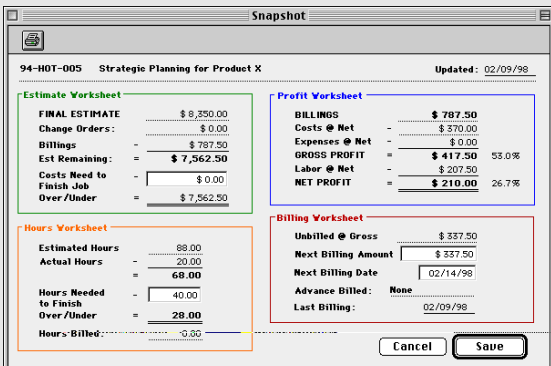
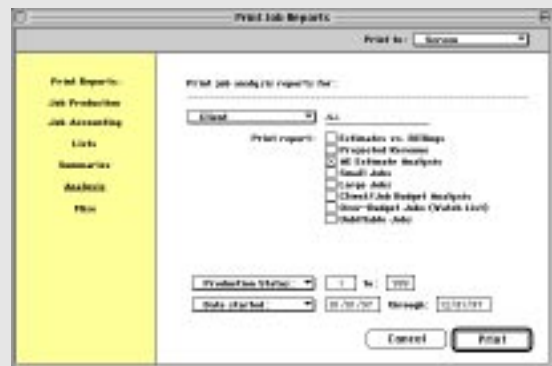
AE/Team: FRD

Actual Hours:	Net POs:	Cost:	Billings:	Unbilled:
--	--	--	--	--
0.00	--	990.00	1,250.00	1,750.00
1.50	--	385.00	900.00	250.00
--	--	--	--	--
2.00	--	992.00	375.00	3,425.00
0.00	--	380.00	--	1,500.00
1.50	--	2,477.00	2,525.00	6,925.00
1.00	--	30.00	--	90.00
3.00	--	1,288.00	1,350.00	2,205.00
0.75	--	322.50	337.50	630.00
1.75	--	1,602.50	1,687.50	2,925.00
--	9.50	45.00	54.00	--
--	--	15.50	--	18.60
--	--	54.80	--	65.76
--	9.50	115.30	54.00	84.36
2.75	--	82.50	--	220.00
--	--	27.40	6.40	21.00
1.75	--	109.90	6.40	241.00
--	--	--	--	--
--	--	--	--	--
1.00	9.50	4,304.70	4,272.90	10,175.36

Summary:			
Estimated Gross Margin:	16,416.00	99.27%	
Actual Gross Margin:	-31.80	-0.74%	
Estimate remaining: (est - billed)	9,303.10		
Estimate + Change Orders	16,536.00		
Hours remaining: (est hrs - act hrs)	8.00		
Net POs + Costs: (net POs)	4,314.20		
Advance billings:	0.00		

**Making progress** The Job Progress window shows on-the-spot totals to date. This window lets you quickly see how many hours you've worked and the costs you've incurred for each job task. You'll get an analysis of the job's total estimate, estimated hours, gross margin to date, and budget remaining. These amounts are updated as costs are posted, so the Job Progress window is always current. You can't change the amounts on job tasks here, since they are made up of vendor payables, time sheets, change orders, and more. Task costs can be easily reviewed directly from your computer, very quickly. The task cost report shows every payable, time entry, and expense you've posted so far. If you have access to costs, you'll see both the net amount and gross amount for every cost; if not, you'll see only the gross amount.

**Summing things up** Job summary reports give you an overview of each job. The reports provide a way to evaluate the progress of jobs. The reports can be sorted by project code, job type, client, or AE/team. The numbers you see on job reports are always timely, since jobs are updated instantly as costs are posted. So you'll always know that what you're looking at isn't outdated or inaccurate, helping you make better, more informed decisions. Reports are printed for many jobs selected by client or project. (Printing reports by project is useful when you want to see all costs, billings, and estimates for a certain project, such as a brochure or a store grand opening.)



**Client information when you need it most** Job reports, including many different kinds of analysis reports, can be printed for one client or all clients by entering a client number. This makes printing reports for client meetings fast and easy.

# Really easy billing – fast!

In the job lifecycle, billing for your work is one of the it's most important steps. Billing summarizes all of the work you've done on a job on a simple, concise printed invoice. Invoicing can be done at the end of the month, or throughout the month as jobs are completed.

A typical billing process generally works like this: (1) Unbilled jobs reports (in summary or detail) are prepared by accounting for the account executives to see what's ready to bill; (2) account executives can adjust unbilled amounts, if needed, to fine-tune what will be billed. Costs, time, and expenses can be transferred between jobs to the same task; (3) from these work in progress reports, invoices are added for each job's unbilled tasks; (4) these new invoices are proofed, edited, by the account executive, then posted by accounting; (5) the final invoices are printed, then mailed to clients; (6) when the client sends a payment, it is added into Client Payments and applied to these unpaid invoices.

**Where do billing amounts come from?** An invoice's billing amounts come from job tasks. Each job task keeps a running total of its costs, time, checks, and expenses from the day the job began. The job task's unbilled balance shows its unbilled gross costs (which includes markups, commissions, and billing rates), less what's been billed before.

When you bill a job, every task that has unbilled costs can appear on the invoice (either automatically or manually, your choice). The invoice's billing amount is copied from the job task's unbilled amount. So clients don't see every cost, time



Clients & Profits Sample Data

## Job Billing Worksheet

Jobs with production status 1 - 998

Number:	Job Name:	Estimate + Chg Orders:	Billed-to-
SED-101	San Diego Full page ad	\$ 728.00	\$
SED-117	Incredible Machine Charity Game ads	\$ 2,500.00	
SED-120	Get some! DM	\$ 847.50	
SED-125	produce camera ready logo only	\$ 2,876.00	\$ 3,
SED-128	produce velox logo sheet	\$ 1,260.00	
SED-131	portfolio book cover, creative & produc...	\$ 16,536.00	\$ 4,
SED-133	Quarterly Newsletter	\$ 896.00	\$
SED-2246	The Virtual Fighter Reseller Program	\$ 4,900.00	\$ 5,
SED-2324	Virtual Fighter Live! full page ad	\$ 1,315.00	\$ 1,
SED-2333	Baseball cap design	\$ 589.00	\$
SED-2336	Revised Premium Seating Advertising w...	\$ 2,534.00	
SED-2340	Non-billable client costs		

**SED Galaxy Studios TOTAL (12):**

### Smith Klein & Associates (SKA)

SKA-011	Unbillable Client Costs		
SKA-013	New Business - Strategy Meetings		
SKA-015	AIDS Walk Posters		
SKA-130	Unbillable Account Service		

**Smith Klein & Associates TOTAL (4):**

### Solaris Distribution (SME)

SME-003	Q & A Brochure	\$ 270.10	\$
SME-004	Annual Fund Note Cards & Envelopes	\$ 1,345.00	\$
SME-007	Re-Run Q & A Brochure	\$ 409.00	\$

**Solaris Distribution TOTAL (3):**

### Tobias Energy Resources Inc. (TER)

TER-130	"Energy" Postcard - Layout Revisions ...	\$ 2,050.00	\$ 2,
---------	--	-------------	-------

entry, and expense on invoices; instead, they only see job tasks. You can freely change the invoice's billing amounts. The job's costs are unaffected, giving you the flexibility to bill any amount you wish without making complex, time-consuming adjusting entries.

**How do I know what to bill?** Job tickets keep running balances of billings and unbilled costs, so knowing what's to be billed at any point is easy: just look at the job ticket. Instead of reviewing each job separately, work in progress reports search your database for

Date:	Open POs:	Unbilled:	Bill Status:
728.00		\$ 37.84	
	\$-0.06	\$ 2,483.46	
		\$ 135.00	
163.60		\$ 3,523.58	Photo/Art Phase
		\$ 225.00	Ready to Billing Review
272.90	\$ 11.40	\$ 10,175.36	
332.00		\$ 1,817.60	Ready for Estimate Billing
390.00		\$ 1,103.98	
315.00		\$ 158.50	
589.00		\$ 107.00	
		\$ 90.00	
		\$ 3,100.00	
<b>Total unbilled costs:</b>		<b>\$ 22,957.32</b>	

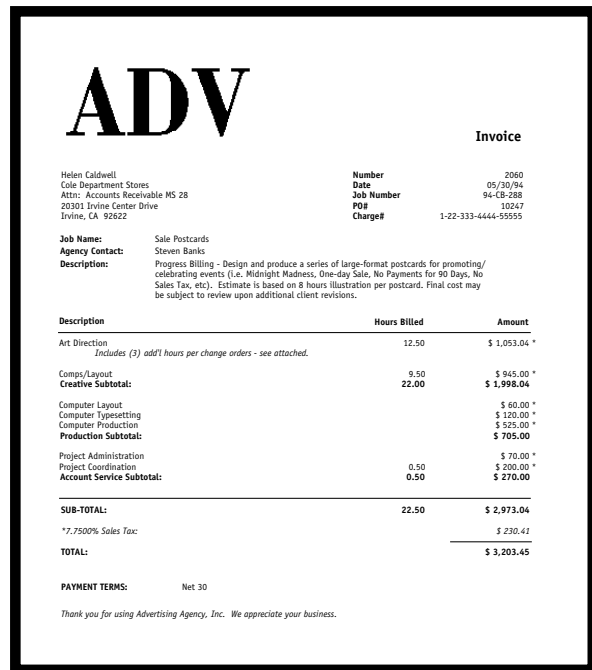
	\$ 43,165.69
	\$ 1,170.00
	\$ 722.50
	\$ 973.80
<b>Total unbilled costs:</b>	<b>\$ 46,031.99</b>

270.10	\$-49.02	\$ 60.02
315.00	\$-117.58	\$ 159.48
409.00		\$ 10.76
<b>Total unbilled costs:</b>		<b>\$ 230.26</b>

050.00		\$ 92.50
--------	--	----------

unbilled jobs. These WIP reports make it easy to pinpoint jobs that need to be billed now, which is especially useful when there are hundreds of open jobs. Work in progress reports select jobs by status. A job has a different production and billing status for flexibility. Billing status can be used by account executives to track billable jobs, without interfering with the production manager's job status.

**When do I bill something?** There are no real rules when it comes to billing in Clients & Profits Pro. Any kind of invoice can be added, posted, and printed anytime during the month. A job can be billed when it is opened, using its estimate (or any percentage of its estimate). Jobs can be billed progressively, or at completion. Invoices can be added for anything that needs billing, whether or not it involves a job. This means you can bill client retainers, finance charges, consulting fees, and more where no job even exists. Whatever way you choose to bill, jobs always remember what you've billed so far. The Job Ticket window shows the job's billings and unbilled totals. You can see at a glance what's to be billed on a job ticket



**Invoices look like estimates** The client's invoice intentionally resembles the job's estimate so there are fewer payment-slowing surprises. The look of the invoice is customizable and is designed to print on your letterhead.

# Great A.E. Reports

Report Name:	Purpose:
Job List by AE/Team	Shows each team's jobs by client
Client Job Status List	A status report showing open jobs by client; including optional traffic status notes
Job Hot Sheet	A production reports showing today's open jobs by client
Traffic Hot Sheet	A production report showing today's open jobs and traffic milestones
Client Deadlines	Shows the week's scheduled job tasks for each client
Detailed Job Summary	Summarizes estimate, cost, and billing totals by job task for each job ticket
Job Costs	An item-by-item listing of a job's time, vendor purchases, and expenses.
Job Work in Progress	A pre-billing report that lists a job's unbilled costs by task
Job Billing Worksheet	A pre-billing report that summarizes a client's jobs that are ready to be billed
AE/Team Job Summary	Summarizes each AE's jobs and their estimate, cost, and billing totals
Project Job Summary	Summarizes estimate, cost, and billing totals for clients and their projects
Monthly Client Time Summary	Shows total hours worked by staffer for each client.
AE Client Invoice Aging	A collections report that lists unpaid A/R invoices by client for each AE
Client Budget Recap	Compares a client's monthly budgeted billings against actuals by period.
Client Stats	Graphs a client's quarterly billings, avg. days to pay, and number of jobs opened this year

Print your own sample Clients & Profits reports from the Report-o-Matic, a searchable database of production, accounting, and management reports available online at:

**[www.clientsandprofits.com/report-o-matic.html](http://www.clientsandprofits.com/report-o-matic.html)**

Clients & Profits is continuously improved through constant research and development.  
Software features and specifications subject to change.

For the latest production and traffic advice, check out Clients & Profits on the World Wide Web:

**[www.clientsandprofits.com](http://www.clientsandprofits.com)**