

DgTx Bookkeeping Sales Training for Sales Executives

(UAE Edition)



Prepared by DgTx – Your Trusted Tax Partner in UAE

WHAT IS BOOKKEEPING

- Bookkeeping means keeping **Daily Financial Records of a Business.**
- It includes tracking **Sales, Purchases, Expenses, Salaries, and Bank Entries.**
- Bookkeeping is the foundation for **VAT Filing and Corporate Tax Compliance.**
- Without proper **Books**, no **Company** can file **VAT or Corporate Tax Correctly.**



WHY EVERY BUSINESS NEEDS BOOKKEEPING?

- Required by **FTA** and **Ministry of Finance**.
- Needed for **VAT filing, Corporate Tax, Audit, and ICV Certification**.
- Helps owners know their **Profit/Loss, Cash Flow, and Growth**.
- Poor Bookkeeping = **Wrong Filings = Penalties**.



DGTX BOOKKEEPING SERVICES



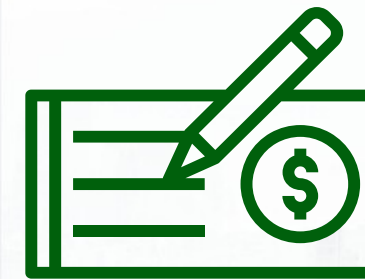
**Monthly or
Quarterly
supervision by
qualified auditor**



**Profit & Loss,
Balance Sheet, and
Trial Balance
preparation**



**Cloud-based
accounting
software.**



**Support for invoice,
payment voucher,
receipt voucher &
cheque management**



**VAT & Corporate
Tax compliance**

CLOUD-BASED SOFTWARE

- FTA-approved & ISO-certified.
- Allows issuing of invoices, receipts, and payment vouchers.
- Real-time access to reports: P&L, balance sheet, VAT reports.
- Secure & backed up on cloud.



DgTx TRACK RECORD & CREDIBILITY

- Over 35,000 VAT filings
- Over 2,625 Corporate Tax filings
- Managing 5,000+ satisfied clients across UAE
- ISO Certified for quality & compliance
- 3 offices: Dubai, Sharjah, Abu Dhabi



DgTx BOOKKEEPING PROCESS

Assign a Qualified Auditor to the Client.

1



Review Entries in Software.

3



Share Report with Client

5



Collect Sales, Purchase & Expense Data.

2



Prepare Profit & Loss Statement

4



Ensure VAT & CT Compliance every Quarter

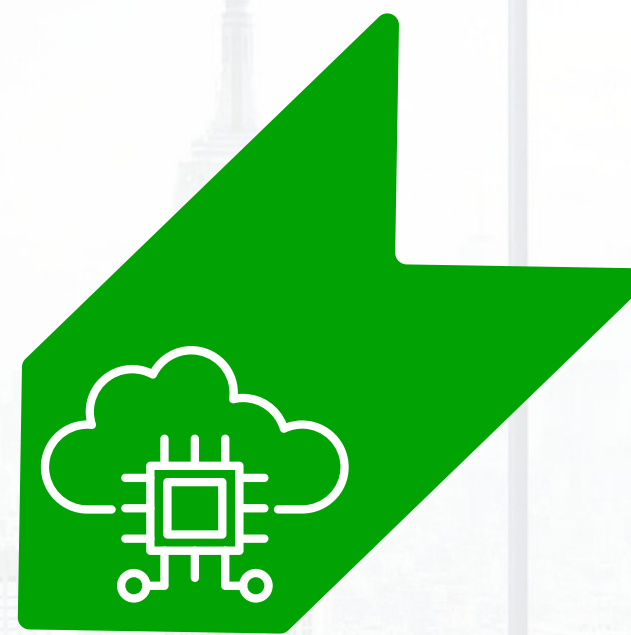
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WHY CHOOSE DgTx FOR BOOKKEEPING?

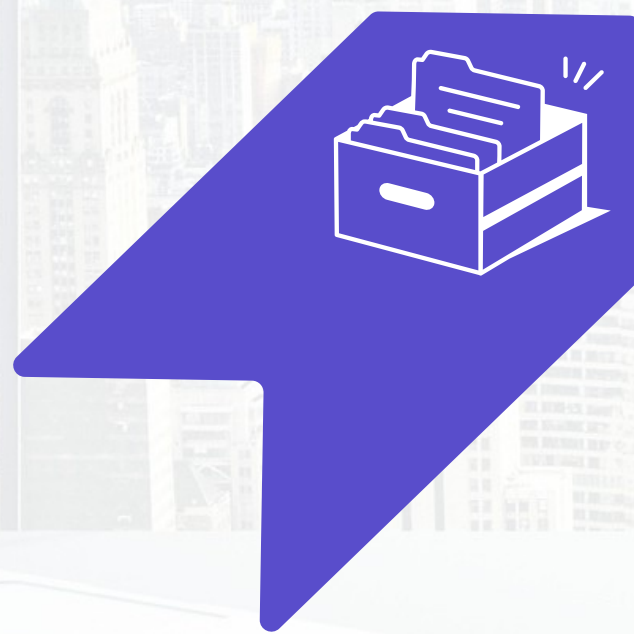
Reliability

Always on time, always compliant



Innovation

Cloud-based software with VAT automation



Partnership

We guide clients year-round, not just at filing time.

Transparency

Every client gets a clear report of filings and payments.

COMMON OBJECTIONS FROM CLIENTS

CLIENT OBJECTION	DgTx REPLY
"We already have an accountant."	• "That's great. Our role isn't to replace accountants but to future-proof your financial operations — especially as UAE compliance and tax regulations keep evolving and keeping your business aligned with the GAAP and IFRS standards."
"Another company/freelancer is Cheaper"	• "I get that — cost matters. Freelancers can often charge less because they handle multiple clients alone. But the difference is in how we maintain your books. Every entry we post is reviewed by a senior accountant, and our reports are audit-ready, which saves time and money during year-end or tax audits."
"We'll do it ourselves."	• "I get that. The only concern with in-house or self-managed accounting is that you might not get accurate, audit-ready reports or reconciliation that meets UAE standards. We ensure every transaction is verified, categorized correctly, and ready for year-end or tax filing."
"we are issuing physical invoices."	• "Physical invoices can be lost, damaged, or misfiled. By digitizing them, you protect your financial history without changing the way you run your business. Moreover, Ministry of finance UAE has introduced e-invoicing reporting, and all businesses must comply to this starting 1st July'2026.."
"I don't want to share my data."	• "We treat confidentiality very seriously. All client data is securely stored, access is strictly controlled, and we comply with UAE data protection regulations."

COMMON REASONS CLIENTS DELAY DECISION

- Waiting for Year-End to Start
- Think they can Manage with Excel
- Fear of Sharing Data
- Confused by Multiple Consultants
- Cost Comparison



SALES TEAM DO'S & DON'TS

DO'S	DON'TS
• Always explain DgTx process and software use	• Don't give legal tax advice
• Speak confidently about compliance and security	• Never criticize competitors.
• Record all client communication in CRM	• Never commit on audit or penalty guarantees.
• Offer discounts only after explaining value.	• Never promise personal favors or discounts beyond 50%.

MAJOR CLIENT BENEFITS

01



**FTA-Ready
Books for VAT
& CT Filing**

02



**Free Cloud
Accounting
Software**

03



**Monthly or
Quarterly
Reports**

04



**Support
During
Audit**

05



**Accurate,
Professional,
and Reliable
Service**

MISTAKES COMPANIES COMMONLY MAKE

- Keeping No Records.
- Not Issuing Proper Invoices.
- Using Excel or Paper Notes.
- Claiming Wrong VAT Inputs.
- Ignoring FTA Notices.



HOW TO CONVINCE CLIENTS ON PRICING

“We are not the Cheapest — We are the Most Compliant.”

- **Low Price = High Risk.**
- **DgTx price includes Filing Support, Software, and Compliance Guarantee.**
- **Offer up to 50% Discount but explain Value First.**



DgTx ADVANTAGES

- Trusted by 5,000+ UAE Businesses since 2017.
- Filled over 35000+ VAT filing
- ISO Certified & FTA Registered
- FTA-Compliant Process & Documentation.
- Cloud Accounting Software Included
- Offices in Dubai, Sharjah, Abu Dhabi



FINAL Q&A PRACTICE

Q1. What will you say if client says freelancer offers cheaper service?

Q2. What if a client says "I don't want to share my financial data"?

Q3. What if client says "We already have accounting software"?

Q4. What if client says "My accountant can do it"?



CONTACT

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