

**Accountants, You Need More Than Marketing**

**Gimmicks in a**

**Business Advisory Services’ Package**

Hello, I’m Peter Towers, Managing Director of ESS BIZTOOLS and ESS BASIP. Welcome to Accountants Minute.

Accountants, you need more than marketing gimmicks in a Business Advisory Services’ Package. Whilst marketing and selling skills are important attributes for accountants who are looking to diversify their

practices by offering a wider range of services, they are not the only skills that are required if you are going to successfully launch your accountancy or consultancy business into business advisory services.

Firms need skills for the development of this next generation of product tools which you can confidently take to your clients and indicate to them that you have developed the expertise to enable your accountancy team to be able to deliver a range of high-level commercial services which will assist your small/medium enterprise

clients to add value.

So where to do you start? In the first place, there has to be adequate preparation. Work through with the team to make sure they understand the ramifications of what developing business advisory services is all about; that is team training. Part of the preparation is leadership and in the material we supply, there is a complete package to assist you to get the team ready.

One of the key requirements is to develop, within your accountancy team, industry “champions”. In the first

instance, you need to clearly understand from which industries your major clients are coming - the clients that contribute 80% of your fee income. Identify the industries that they’re from and, I think, one of the key

requirements is to make sure you develop, within your accounting team, industry “champions” for each of those industries.

Then you need to decide the products that you’re going to offer. Things like:

* Chief Financial Officer Services
* Risk Management
* Succession Planning
* How to Raise Capital:
* Crowd-Sourced Funding - which commences on the 29th September 2017
* Early Stage Innovation Companies
* Debtors’ Management and Debtors’ Systems – so we can rid Australia of the very unwelcome title of having the “longest debtors’ days outstanding in the world”
* Business Plans
* Budgets & Cashflow Forecasts
* Directors’ Mentoring – so that directors have a clearer understanding of corporate governance
* Identification of government grants suitable for your individual clients

This is the key work that, we believe, you need to undertake if you’re going to be able to successfully

develop business advisory services.

Part of this package is definitely developing marketing strategies to convince your clients that you now have the knowledge, the skills and the desire to deliver a range of commercial services for your clients. Marketing gimmicks are not the total package; it requires all the other services to be incorporated within an overall

Business Advisory Services’ Package.

I’d like to invite you to attend a **free** webinar on **Tuesday 1st August 2017** at **12.30pm** (AEST), whereby we’re going to make a special presentation on “You Need More Than Marketing Gimmicks in a Business Advisory Services’ Package”. We will work through how, we believe, you should go about establishing an outstanding business advisory services package of products within your firm. Please ([Click here](https://register.gotowebinar.com/register/7874837902147756034)) to register to participate in this webinar or go to our website – [www.essbiztools.com.au](http://www.essbiztools.com.au), and select News & Events”.

We look forward to speaking with you on Tuesday 1st August 2017. If, in the meantime, you have any

questions, please don’t hesitate to contact us and don’t forget our special offer we currently have for the **ESS BIZTOOLS’ Gold Package – a 25% New Financial Year reduction – only $2,227.50 (incl GST) upfront**

**payment,** which includes a subscription to ESS BIZGRANTS, will secure you 24/7 access for 12 months (per office) to use the ESS BIZTOOLS’ Gold Package, which will assist you to develop and deliver an outstanding business advisory services’ product range.

Have a great day.

Peter Towers

**MANAGING DIRECTOR – ESS BIZTOOLS PTY LTD**

**+61 7 4724 1118 | 1800 232 088**

[**peter@essbiztools.com.au**](mailto:peter@essbiztools.com.au)

[**www.essbiztools.com.au**](http://www.essbiztools.com.au) **|** [**www.essbasip.com.au**](http://www.essbasip.com.au) **|** [**www.essbizgrants.com.au**](http://www.essbizgrants.com.au) **|** [**www.esssmallbusiness.com.au**](http://www.esssmallbusiness.com.au)