

## **BUSINESS ADVISORY SERVICES UPDATE ACHIEVING BUSINESS ADVISORY SERVICES EXPERT STATUS**

Accountants who are providing a broader range of professional services can achieve an “expert status” by introducing strategies on Business Advisory Services.

The starting point is with partners undertaking an evaluation to identify which services are of interest to them.

Some partners may wish to remain solely as experts in taxation whilst others may like the opportunity of developing knowledge and skills in other commercial activities.

A survey of your team members will identify what professional services they have an interest in.

How many clients does your firm have in “industry categories”?

What services do you think would be suitable to these categories? Ask some key clients.

Allocate responsibilities for the development of articles, website material and presenting webinars on the key industry services.

Ensure that your firm comments on matters of interest within the selected industry categories.

By participating in in these activities your firm will gain a reputation as been an “expert” in the selected services.

We can assist you for details please visit [www.essbiztools.com.au](http://www.essbiztools.com.au)

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