

Business Advisory News for Accountants

2016 – The Year of Business Advisory Services

The Commonwealth Bank's "Accounting Market Pulse" has predicted that business advisory services will be the number one service line to enter and grow for accountants in the next 12 months.

Business advisory services will help offset the losses from the introduction of the Australian Taxation Office's Standard Business Reporting (SBR) and offer accountancy businesses "real accounting work" for accounting team members.

To assist accountancy businesses to get ready to deliver business advisory services, ESS BIZTOOLS is progressively releasing significant upgrades to the ESS BIZTOOLS' product range, including:

ESS BASIP (Business Advisory Services Implementation Programme)

The ESS BASIP Training Package for Business Advisory Services – Introduction will be available as a stand-alone product for an investment of \$660 (including GST).

This change will enable accountancy businesses to invest a smaller amount of money, whilst the training of the team members is being undertaken.

ESS BIZTOOLS – Gold Package Offer

Then the individual Business Advisory Services – Products will be able to be acquired or the accountancy business could then subscribe to the ESS BIZTOOLS' Gold Package, which includes all products and services supplied by ESS BIZTOOLS.

If the accountancy business elects to upgrade to the ESS BIZTOOLS' Gold Package within 4 months of subscribing for the ESS BASIP Training Package, a credit will be granted for the amount paid for the ESS BASIP Training Package.

To celebrate the release of the individual packages, ESS BIZTOOLS is offering a **20% discount** for the Gold Package, which is now at **\$2,376 (including GST)**, normally \$2,970 (including GST). This offer is available until **30th April 2016**.

ESS BASIP Training Package

The ESS BASIP Training Package includes:

- Training videos
- Transcript of the training videos
- Invitation to participate in 4 free group review webinars
- Complimentary issues of Business Plus+ newsletter for 4 months – you can badge with your firm's name and send to your clients if you wish



The ESS BASIP Training Package includes 11 modules, to assist an accountancy business to get ready to deliver business advisory service. These 11 modules are:

- Module 1 – Introduction to Business Advisory Services
- Module 2 – Getting Organised for Business Advisory Services
- Module 3 – Team Training for Business Advisory Services
- Module 4 – Leadership Strategies for Business Advisory Services
- Module 5 – SME Needs' Analysis
- Module 6 – Marketing Strategies
- Module 7 – Review of Products
- Module 8 – Planning Seminar to Launch Business Advisory Services
- Module 9 – Selling Business Advisory Services
- Module 10 – One-on-One Meeting
- Module 11 – Implementation of a Business Advisory Services Strategy for your Clients

ESS BASIP Product Packages

The ESS BASIP Product Packages will comprise of:

- Templates, articles and other material relative to that particular product
- Training videos
- Transcript of training videos
- 1 complimentary group webinar

The ESS BASIP Product Packages will include the following Business Advisory Services – Product modules:

- Debtors' Management – \$440 (including GST)
- SME Debtors' Systems Manual – \$240 (including GST)
- Chief Financial Officer Services – \$550 (including GST)
- Personal Property Securities Register Due Diligence System – \$550 (including GST)
- ESS BIZGRANTS – \$495 (including GST)
- Succession Planning – \$385 (including GST)
- Business Planning – \$550 (including GST)
- Budgets and Cashflow Forecasts – \$275 (including GST)
- Cashflow Management – \$275 (including GST)
- Strategic Business Mentoring – \$330 (including GST)
- Business Health Checks (per individual industry review) – \$220 (including GST)
- Selling a Business – \$330 (including GST)
- Buying a Business – \$330 (including GST)

The ESS BASIP Product Packages will be available to purchase on an individual subscription basis from 8th March 2016.

We're presenting webinars, on a weekly basis, to discuss various aspects of Business Advisory Services. We invite you to attend these webinars, free of charge, to get a better appreciation at what's contained within these products. Click on your preferred webinar below to register to attend.

- [Be Proactive - Offer a Grant Finding Service to your Clients - Thursday 25th February 2016 - 11am AEST \(12pm AEDT\)](#)
- [Delivering a Business Package to your Clients - Tuesday 1st March 2016 - 11am AEST \(12pm AEDT\)](#)
- [Why Offer Business Advisory Services? - Tuesday 8th March 2016 - 11am AEST \(12pm AEDT\)](#)
- [Starting in Business Advisory Services – Friday 11th March 2016 - 11am AEST \(12pm AEDT\)](#)
- [Business Advisory Services - Products - Ready for You to Use - Monday 21st March 2016 - 11am AEST \(12pm AEDT\)](#)
- [Building a Virtual CFO Service - Wednesday 30th March 2016 - 11am AEST \(12pm AEDT\)](#)

Are you identifying opportunities for your business?

Opportunities are all around us. Some people see them, others don't. Life is all about taking advantage of our opportunities when they're presented.

Once a year, there's an opportunity to go away on a 100%, fully tax deductible trip for 3 days of workshop activities with like-minded business operators, with mentoring from experienced accountants, business people and other advisors from all over Australia.

You've all heard of the concept "working ON your business".

A Global Business Camp is a great opportunity to "work ON your business", with a group of like-minded people.

One of the real benefits of a Global Business Camp is that your clients can communicate with other people who have already experienced the same or similar problems and issues that they're finding in their business. They will be able to have discussions, get some ideas and develop strategies.

Why businesses fail?

The failure rate of small business is very high. Dun & Bradstreet claims that the failure rate is approximately 48%. Bloomberg stated that 8 out of 10 businesses fail over time. Why do businesses fail?

We've identified the following 5 reasons for failure:

Reason 1 – not in touch with what customers want and lack of communication

Are you asking your customers what else you can be doing for them or how happy they are? Knowing the strategies is half the battle.

Reason 2 – no real differentiation in the market

What is your unique core differentiator? How are you different from everyone else in your industry?

In today's environment, businesses need to be identifying their unique competitive advantage and then continually promoting that advantage to the marketplace.

Reason 3 – failure to communicate value propositions in a clear, concise and compelling fashion

Are you communicating with your customers via Social Media, letters (yes, snail mail) and websites? Do you visit your customers' premises?

Unfortunately, in the helter skelter of a business life, many business operators are not communicating with their customers at all.

Reason 4 – leadership breakdown at the top

What leadership style do you have? How dysfunctional is your team? Does your team know where your business is going and why? This is critical information that your team members need to know.

Reason 5 – inability to nail a profitable business model with proven revenue streams

What changes may you need to make to your business model in this ever-changing environment?

"Digital disruption" is upon us. One of the major accounting groups in the world has indicated that businesses need to develop "alternative revenue streams". This is one of the key ways of combating "digital disruption".

- Have you made any changes to your business operation?
- How is your business performing compared to your budgets?
- Do you have budgets?
- What changes to the bottom line would a small percentage increase in turnover make to your business?

These are the key issues that are confronting businesses today. There are undoubtedly many others, however these are going to be some of the key issues that are discussed at workshops within the Global Business Camp, which is being presented at the Gold Coast on the 14-16 March 2016.

We have negotiated a special VIP rate of **\$2,200 (including GST)** per person for business operators and accountants, normally at \$2,970 (including GST) per person.

If you require further information on Global Business Camps, so you could take advantage of the special VIP rate, [click here](#). Alternatively, [click here](#) to view a presentation by John Tsoulos, Managing Director of Global Business Camps.

Special offer to accountants

Accountants can attend the “camp”, free of charge, if they introduce 5 business people who pay the VIP rate to attend the camp.

How does Business Development Manager Services Add Value?

Have you ever wondered what a Business Development Manager (BDM) does?

BDMs are continually looking for new businesses to keep feeding the customer pipeline into a business. BDMs identify organisations in the marketplace and then seek to make contact with them for the benefit of their employer’s business or their client. This is a very important role for businesses to think about, having someone who is concentrating on developing new customers.

BDMs:

- identify business opportunities
- facilitate deals
- supply marketplace feedback
- attend networking events
- are involved in social networks and community events
- prepare editorials for magazines
- provide information for Facebook business pages

The prime role of a BDM is to approach individual organisations and governments to encourage them to do business with their employer’s business.

There is some crossover into marketing. Larger organisations work with their marketing manager and the CEO, to understand where new businesses might be able to be found. They then go out and try to find new prospects so that the organisation has new prospects, new clients and new business coming in to an organisation.

It’s very important that businesses have the right sales culture. This relates to a realistic, timely and achievable sales strategy and that the business has the right kind of people on your sales team. A BDM is very important in this process.

Moir Verheijen, BDM of Corporate Connectors and Gallop Solutions, presented a webinar, featuring “How does a BDM add value to a Business”. [Click here](#) to view the presentation.

Gallop Solutions is making a special offer to business operators.

You can apply for **2 complimentary tickets** to a Gallop Solutions Discovery Seminar, available to the first 10 callers, normally \$438.90 (including GST). Contact Gallop Solutions on 0488 335 300.

Get ready for the year of business advisory services

The changes that have been introduced enable accountancy businesses to purchase individual components of ESS BIZTOOLS when it suits you. Alternatively, you could subscribe to the ESS BIZTOOLS' Gold Package, which includes all components of the services offered by ESS BIZTOOLS.

You're invited to sign up for a no-obligation 30-day trial of ESS BIZTOOLS, whereby you will be given the opportunity to test the system. [Click here](#) to try ESS BIZTOOLS for free, or visit www.essbiztools.com.au.

As a preview of what's contained within the ESS BASIP Training Package, a complimentary copy of the **February 2016 edition of the Business Plus+ newsletter** is attached with this transcript. Please feel free to utilise this newsletter, rebadge with your firm's name and logo and distribute to your clients and prospects.

Feature Webinars

We've been presenting special webinars to introduce ESS BASIP. These webinars have been recorded, to allow you to view or recap on the presentation. Click on your preferred webinar below to watch the video.

- [Identifying Characteristics that will Add Value to your Clients – Wednesday 27th January 2016](#)
- [Starting in Business Advisory Services – Wednesday 3rd February 2016](#)
- [Build Value With Virtual CFO Services – Tuesday 9th February 2016](#)

For more previous webinars and to register (free of charge) to our upcoming webinars, [click here](#).

If you have any questions on ESS BASIP, or any aspect of ESS BIZTOOLS, please don't hesitate to contact us.

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