

## BUSINESS ADVISORY SERVICES UPDATE

### COMMUNICATION IS IMPORTANT

Whilst training accountants in the complexities of Business Advisory Services is important for accountancy firms the implementation of communications strategies should be the next priority.

If you are going to train your accounting team in a range of commercial matters it is important that you implement a strategy to communicate with your clients to inform them that you are offering these services.

There are many components to the implementation of a communication strategy for an accountancy firm including:

- ✚ Newsletter – **ESS BIZTOOLS** produces a monthly newsletter for our subscribing members to badge and send to their clients – this is a marketing tool for the accounting firm and a “information source” for the client.
- ✚ Website update – many of the articles contained within the newsletter can be uploaded to the firm’s website.
- ✚ Presentation of seminars and webinars – **ESS BIZTOOLS’** members have access to 35 seminars/webinars which assist in identifying your firm’s expertise in a service.
- ✚ Your firm could present regular podcasts that identify the services that your firm provides.

Please visit [www.essbiztools.com.au](http://www.essbiztools.com.au) to view the resources or you can telephone on 1800 232 088 for more information.

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