

## **BUSINESS ADVISORY SERVICES UPDATE THE BUSINESS ADVISORY SERVICES JOURNEY STARTS WITH TRAINING**

Product knowledge and confidence are very important requirements for accountants embarking on the challenging journey of delivering Business Advisory Services to SME clients.

The best way to start with the development of product knowledge is for all of the accounting team to participate in the Business Advisory Services Training Program which is where the journey to deliver value-added services to your clients commences.

The key components relative to the development of product knowledge include:

- ✚ An overview of what is happening in the commercial world as it relates to SME businesses and to accountancy firms.
- ✚ A summary of some of the product packages that the firm could elect to deliver.
- ✚ Team training starts with individual team members being asked to identify the areas within accountancy services that they are interested in developing their professional skills.
- ✚ SME Needs Analysis assists in having discussions with clients about the issues that are worrying them that your firm might be able to supply solutions to.

Would you like to know more? Why not visit [www.essbiztools.com.au](http://www.essbiztools.com.au) to review our product packages or telephone us on 1800 232 088 for a discussion.

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