

BUSINESS ADVISORY SERVICES UPDATE COMMUNICATING YOUR VALUE ADDING SERVICES





Accountancy firms that are wanting to provide a “Value Adding Services” need to ensure that they have implemented an outstanding communications strategy.

One this of the key communication channels is a regular newsletter. This can be a time-consuming activity to be undertaken by a partner.

ESS BIZTOOLS recognised the requirement for a regular newsletter – “Business Plus” a communication tool prepared by **ESS BIZTOOLS** that the subscriber can badge and send to clients.

“Business Plus” is a communications/marketing tool for an accounting firm whilst it is a source of information and ideas for SME businesses.

Articles contained within a monthly edition of “Business Plus” fit in to the following categories:

-  Start-ups/buying a business
-  Entrepreneurs
-  Scaling up
-  Established businesses

You can this identify clients who are interested in commissioning additional work by contacting clients a few days after the Business Plus is distributed to ascertain if they were interested in a particular article and hopefully the client is keen to have a discussion.

Business Plus is part of **ESS BIZTOOLS** offerings. You can see more at www.essbiztools.com.au

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