

## **BUSINESS ADVISORY SERVICES UPDATE GETTING TO THE STARTING POINT**

Andrew Geddes an experienced accountancy advisor joined Peter Towers in a podcast recording to discuss challenges facing accountants in 2022 and in particular should accountants be aspiring to a 50-50 target.

Geddes posed the question “What services do accountants want to offer?”

To answer that you need to ask:

What do your SME clients need?

Have they got a Business Plan?

What is happening in their sector?

Are they being disrupted – if so, what are they planning to do?

What makes your SME clients different?

What makes them valuable to their customers?

Do they have a Plan:

- ✚ To overcome the disruptions in their business?
- ✚ To keep up-to-date with the technology developments?
- ✚ For making themselves more valuable to their customers?

This is the “starting point” to decide the type of services you are going to offer to individual clients.

The podcast recording will be uploaded to the **ESS BIZTOOLS** podcast on Thursday 17 March 2022. If you would like to know more about the services that **ESS BIZTOOLS** offer to assist accountants to supply Business Advisory Services please visit [www.essbiztools.com.au](http://www.essbiztools.com.au) or phone 1800 232 088.

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