

BUSINESS ADVISORY SERVICES UPDATE WHAT ARE THE THINGS TO NAIL?

Accountants who are contemplating introducing Business Advisory Services need to consider the matters discussed in "Getting to the Starting Point" yesterday.

Andrew Geddes, accounting industry advisor indicated that you need to determine 1, 2 or 3 things that have to be nailed so that your firm can improve its performance of advising SME clients on how to improve their businesses.

Geddes emphasised that you have to go through this process very carefully so that your firm will be seen as being more valuable to your SME clients.

What are the tasks that need to be nailed so that your firm is able to deliver an outstanding range of services which add value to your SME clients?

You will need to prioritise these key activities that need to be "nailed" in the next three months.

When you are working with clients to analyse their position this is the same approach that you could take with them.

ESS BIZTOOLS has developed a wide range of Business Advisory Services packages that incorporate many of the strategies suggested by Andrew Geddes you can view at www.essbiztools.com.au or telephone 1800 232 088 to arrange a 45 minute complimentary discussion.

Our contact details are:

Telephone: 1800 232 088

Email: peter@essbiztools.com.au

Website: www.essbiztools.com.au

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