**BUSINESS ADVISORY SERVICES COMMENCES WITH TRAINING!**

Offering a range of diversified services known as “Business Advisory Services” requires accountants to utilise a wider range of skills relating to commercial business operations as distinct from the preparation of income tax returns.

The ESS BIZTOOLS system for the delivery of “Business Advisory Services” commences with the “Business Advisory Services Training Package.”

The package is designed to create the foundations for an ongoing “Business Advisory Services System” to be operational within the accounting firm:

* Introduction – a briefing of what is involved in offering diversified services
* Getting organised – client questionnaire to assist in gaining an understanding of the additional services that the client would like to receive
* Team training – development of product champions
* Leadership strategies
* Marketing strategies
* Identification of products that could be offered to clients
* Use of SME Needs Analysis
* Marketing and selling

ESS BIZTOOLS is offering a special “DON’T FALL BEHIND – ADAPT SCALING UP” 55% discount on all packages until 17 January 2022. You are invited to visit [www.essbiztools.com.au](http://www.essbiztools.com.au) where you can view the product packages and subscribe if you wish.