**Informing Clients on Value Adding Services**

Accountants who are delivering Business Advisory Services need to communicate the benefits of these services.

You could distribute a series of articles and guidance notes on a weekly basis for a number of weeks and then have a discussion with the client about how they are utilising that material to add value to their business.

There are many potential subjects:

* Purchasing or Commencing a Business
* Introductory Management
* Experienced Management
* Dealing with Banks
* Business Planning
* Corporate Governance
* Preparation and Use of Periodic Financial Accounts
* Exporting
* Marketing
* Family Business
* Getting Investment Ready

Example:

Client telephones you for advice on starting a business. You meet and they agree to become a client. You should inform your new client on the complete service package that you can offer, rather than just a tax return.

Send the designated articles weekly and meet to discuss the implementation of a complete accounting service that suits the client.

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