

BUSINESS ADVISORY SERVICES UPDATE NAVIGATING THE TRANSITION TO BUSINESS ADVISORY SERVICES

It's 1 March 2022, a great time to launch a 3 months strategy to implement the "Transition to Business Advisory Services"!

There is much to navigate when it comes to an accounting firm deciding to develop a Business Advisory Services Division including:

- * Identifying to your team members your firm's strategy to supply additional services to your clients which will assist clients to add value to their businesses and will provide your accounting team with "interesting and challenging work"
- * Implementing team training/product familiarisation
- * Identifying potential "Product Champions"
- * Training your "Product Champions"
- * Selecting the right clients to offer "advisory services"
- * Thinking about how you will successfully market the new services to your clients and prospects
- * Committing "quality time" to determine "selling strategies for Business Advisory Services" that suits your firm and your clients.

You are invited to visit www.essbiztools.com.au to view the "Accountants Guide to Transitioning from Compliance to Providing Business Advisory Services" or you could telephone 1800 232 088 for a complimentary discussion on strategies that will suit your firm and clients.

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