**NEEDS ANALYSIS HELPS CONVERSATIONS**

Accountants are able to utilise the **ESS BIZTOOLS**’ SME Needs Analysis to discuss issues with SME clients in a relaxed environment on particular issues that may be of concern to the client and to gain feedback on the issues that are concerning their clients.

The best environment for these types of the discussions is over a cup of tea or coffee. The SME Needs Analysis contains “prompt points” on a range of business issues that could be discussed with a client to gain an understanding as to whether this is an issue of concern for the client.

Many accountancy firms have traditionally only supplied annual accounts and tax return services which has led many SMEs to believe that accountants are only interested in advising on taxation issues whereas if the SME Needs Analysis has been utilised it will give clients an awareness that their accountant is able to assist them in a wide range of commercial matters.

The SME Needs Analysis is a very important document within the **ESS BIZTOOLS** Business Advisory Services Product Packages.

**ESS BIZTOOLS** is offering a special “Don’t Fall behind – Adapt Scaling up” 55% discount on all packages. You are invited to visit [www.essbiztools.com.au](http://www.essbiztools.com.au) where you can view the product packages and subscribe.

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