**Ready to Start with Business Advisory Services?**

You have made the decision that your accountancy firm is going to be proactively involved in the delivery of a broader range of professional services to your clients to assist them to operate more efficiently and to add value to their businesses – this is known as “Business Advisory Services”.

Where to start?

* Team discussion – what is business advisory services?
* Team training
* Appoint team leader
* Product familiarisation to identify the services that your firm can offer
* Develop “product champions”
* Grouping your clients into industries
* Communicating with your clients about the new services
* Present seminars/webinars
* Utilise a newsletter to promote the new services
* Utilise SME needs analysis to inform clients on the services that you can now offer
* Continually refresh your website

You are invited to join us for a free webinar on Wednesday 7th July 2021 at 12-noon AEST with Keynote Presenter - Andrew Geddes, Accounting Industry Guru - “Business Advisory Services Implementation Training - Getting Ready” – Please go to [www.essbiztools.com.au](http://www.essbiztools.com.au) and scroll down to Upcoming Webinars to register.

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