**SME Needs’ Analysis - Helps Deliver**

Accountants who are wanting to promote diversified services to SME clients will find the “SME Needs’ Analysis” is a vital tool to achieve “client buy in” to the commercial services being offered.

Accountants need to establish their credibility to perform a broader range of commercial services beyond taxation with their clients.

The SME Needs’ Analysis questionnaire creates a conversation with the client about a range of commercial issues that may be of concern to the client, but they have had doubts as to whether their tax accountant would have been able to assist them in areas like:

* Debtors’ Management
* Setting Appropriate Charge Out Rates
* Business Plan Preparation
* Budgets and Cashflow Forecasts
* Capital Raising Opportunities for SMEs:
* Crowd Sourced Funding Equity Raising
* Early Stage Innovation Company Capital Raising
* Chief Financial Officer Services

The SME Needs’ Analysis questionnaire is included in the “Business Advisory Services Starter Package” available from ESS BIZTOOLS.

Want more details – please visit [www.essbiztools.com.au](http://www.essbiztools.com.au) or go straight to the Learn More - “Business Advisory Services Starter Package” - <https://www.essbiztools.com.au/index.php?option=com_content&view=article&id=2030&Itemid=780>