

## **BUSINESS ADVISORY SERVICES UPDATE SME NEEDS ANALYSIS IS A REFERENCE TOOL**

You can use the “SME Needs Analysis” as a reference when you discuss business development issues with your client. We find these discussions are best had in a relaxed environment – over a cup of tea or coffee, or perhaps even a beer or wine; whatever your client prefers.

The SME Needs Analysis contains “prompt points” on a range of business issues that you can discuss with your clients to help gain a better understanding of the issues that are important to them.

In determining how you and your team can best help your clients, you could have discussions around questions like:

- ✚ How can your firm help your client improve their business?
- ✚ What improvements could be made to their team?
- ✚ What IT processes could be automated or digitised?
- ✚ What improvements are needed in their financial goals?
- ✚ Have they developed succession strategies?
- ✚ Do they need extra funding in the business?
- ✚ Do they have sufficient security to borrow the funds or are they interested in understanding more about Crowd Sourced Funding Equity Raising?

You can access the “Very Simple SME Needs Analysis Questionnaire” at [www.essbiztools.com.au/complimentary](http://www.essbiztools.com.au/complimentary) article

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