

### **BUSINESS ADVISORY SERVICES UPDATE SELECTING CLIENTS WITH “A CLASS” CHARACTERISTICS TO LAUNCH BUSINESS ADVISORY SERVICES**

Business Advisory Services being delivered by accountancy firms should be targeted at “A Class” clients to give the accounting firm the best possible chance of success in the delivery of a diversified range of services.

“A Class” Clients normally show the following attributes:

- Receptive to new services
- Business has potential
- Currently trading at a profit; or
- The business has good prospects for making a profit
- The client’s industry is in a category that you are targeting
- Owners:
  - Ambitious
  - Open to new ideas
  - Nice people to deal with
  - Pay on time
  - Comply to the requests for information
  - Not “price shoppers”
  - Appreciate the benefits for them if you are operating a Business Advisory Services firm
  - Have a self-managed superannuation fund that your firm are the accountants for
  - Promotes your services to their colleagues
  - Provides testimonials on your firm
  - Financial Planning Service clients
  - Responsive to regular business review meetings
  - If a start-up business, has strong profit potential, good people

**ESS BIZTOOLS** assists subscribers to target services to their clients – find out more at [www.essbiztools.com.au](http://www.essbiztools.com.au)

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