

BUSINESS ADVISORY SERVICES UPDATE SEMINARS/WEBINARS ARE A GREAT COMMUNICATION TOOL!

Seminars/webinars presented by an accountancy firm gives your clients and prospects an insight to the type of services that they might have an interest in but did not know that your accountancy firm was supplying that type of service.

For example – the development of Business Plans and Predictive Accounting Reports including Budgets, Cash Flow Forecasts and Projected Balance Sheets can be a differentiating service to your clients.

The **ESS BIZTOOLS** seminars/webinars package includes organisational material to assist you to present outstanding seminars/webinars with everything covered from the invitation to a media release the can be distributed to regional and country newspapers and to the free newspapers in the major cities. Newspapers love receiving media articles targeted at SMEs – there is a lot of SMEs and they might advertise with that media outfit.

There are 35 separate seminars/webinars which gives you a lot of material to utilise in this very important component of a communication strategy for your firm.

You can gain a more detailed understanding of the seminar/webinar resources available by visiting [www.essbiztools.com](http://www.essbiztools.com.au) .au

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