

BUSINESS ADVISORY SERVICES UPDATE WEBINARS ARE AN IMPORTANT COMMUNICATION TOOL

It is a good strategy for accountants to have ongoing communications with clients so that there is an awareness of the types of services that your firm is offering.

Offering client webinars is a very rewarding communication strategy because it is directly highlighting to your clients the types of services that your firm is able to provide that they may have some interest in but did not know that your accounting firm was supplying that service.

Indeed, your client may have been contemplating talking to another accountant or professional organisation about the type of service that you are now indicating to them that you are conducting a webinar on. This is positive proof to your client that your firm is aware of the importance of these types of services to your clients.

The client webinar packages available in the **ESS BIZTOOLS** package includes:

- ✚ Organisational material – invites – media releases and numerous other items.
- ✚ 35 webinars with papers that you can send to participants.

You can view the product packages incorporated within **ESS BIZTOOLS** by going to www.essbiztools.com.au

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