**Who are your clients?**

To be able to deliver a broader range of Business Advisory Services, accountants need to clearly identify who their “clients are” and “what are their needs”.

You could start with preparing a list of your clients segregated into industries and then identify key characteristics of those industries.

How many of your clients “offer credit” to their customers?

What is their debtors’ days outstanding?

If the debtors’ days outstanding exceeds, say 40 days, this is an ideal client to have a conversation with relative to the management of their “debtors’ system” in an attempt to reduce their debtors’ days outstanding.

Do you have “tradie clients”?

Are they happy with the profitability that they are achieving?

If they have some concerns, you could start with an analysis of the basis that they calculate their “charge out rates”.

Do they have an awareness of the “Personal Property Securities Register” and an understanding that many of their business assets could be at risk if they have not registered those assets on the Personal Property Securities Register?

You would then continue this process through all of your client categories.

Want to know more? Why not visit [www.essbiztools.com.au](http://www.essbiztools.com.au) for more details?