

Hi…..

Welcome to this update on **ESS BIZ TOOLS ADVISORY SERVICES NEWS.**

The **“Business Advisory Services Starter Package”** Q&A video is available – please [click here](We%20hosted%20a%20“Q%20&%20A%20Session”%20to%20give%20you%20the%20opportunity%20to%20ask%20questions%20about%20the%20Product%20Package%20previewed%20the%20previous%20day.%20%20This%20is%20your%20opportunity%20to%20sit%20back%20with%20a%20coffee%20and%20listen%20how%20the%20ESS%20BIZTOOLS%20Product%20Package%20will%20assist%20you%20to%20deliver%20“Advisory%20Services”%20to%20your%20SME%20clients%20and%20prospects.).

In the video I discussed:

**Why Offer Advisory Services** – we utilised the article in the **“Australian Financial Review”** on 20 March 2024 **“Corporate Insolvencies Spike To A Decade High”** to highlight that many SMEs are in great difficulty and that Bookkeepers and Accountants providing **Advisory Services** can assist those businesses that are still operating to survive and succeed in their businesses.

The key message is that SMEs need more direct **Bookkeeping and Accounting Assistance**!

I received a message **“How can we utilise ESS BIZTOOLS material to instigate conversations with SME Clients.”**

I indicated that the **ESS BIZTOOLS** package – **“Advisory Intro”** and the **“Starter Package”** include:

**SME Needs Analysis** – a great tool to use to encourage your client to open up on what business concerns they have.

**Business Plus Newsletter** – produced each month and over a year about 48 – 60 business related articles are prepared that you can talk to individual clients about, get their feedback and generate work requests.

**Client Seminars And Webinars** – pre-prepared ready for you to use to enable you to communicate with your clients

**Client Mentoring And Coaching** – this resource enables you to undertake a one-on-one discussion with the client about issues that might affect their business.

A practitioner rang me and said that talent is their big issue how can **ESS BIZTOOLS** assist?

I believe the challenge in 2024 is to create interesting and challenging work for your **talent**. If you do not do this, you will have trouble in attracting and retaining **talented people**. Why? Many people find that compliance type services becomes boring after a while. I believe you need to provide a mix of advisory as well as compliance work. In this way your **talent** will see the full picture and have a better understanding of how the entire accounting/commercialisation process fits together.

**“What are the key attributes of the advisory services as discussed by** **ESS BIZ TOOLS?”** Was another question.

It is important to be proactive about business information.

I believe the challenge is for Bookkeepers and Accountancy Firms to be offering **“Commercial Information Services”** to your clients.

Running a business is lonely for many people. Accountants and Bookkeepers fall into a unique group that is referred to as **“Trusted Advisers”**. I think this implies a responsibility that you are going to supply information to your clients about issues that might be confronting them in their businesses. This could relate to knowing that to claim the **Research and Development Tax Rebate** you have to be a company or it could mean that if the client is exporting or supplying services to overseas residents visiting Australia that they could be eligible to apply for the **Export Market Development Grant**.

If your client is having **Business Funding Problems** and there is no spare assets to be offered as security to a lender, having the knowledge of how section 708 of the *Corporations Act* or **Crowd Sourced Funding Equity Raising** operates can be a great comfort for an SME who is trying to find their way through a confusing process.

If you want to know more about **Research and Development** and **Raising Capital** from the public than just the basic information we have it all within **ESS BIZTOOLS**, you will just have to upgrade your subscription to a higher level and then you will be able to supply those services and earn additional fees.

If you missed these webinars – we are repeating the webinars at different times to make it more suitable for people to attend:

**“Advisory Intro”** webinar – Tuesday, 26 March 2024 at 1:30pm AEST – to register please [click here](https://essbiztools-au.zoom.us/webinar/register/WN_DyqTqQGeSJqh79Cga-XbbA).

**“Business Advisory Services Starter Package”** webinar Wednesday, 3 April 2024 at 1:30pm – to register [click here](https://essbiztools-au.zoom.us/webinar/register/WN_o85CAU9wSP2U7PpvtjE2Bg).

If you have any questions or comments on the services provided by **ESS BIZTOOLS** to assist Bookkeepers and Accountants to offer **Advisory Services**, I would love to hear from you**.** Please send me and email – [peter@essbiztools.com.au](mailto:peter@essbiztools.com.au) or telephone: 1800 232 088

We look forward to hearing from you as we proceed with the launch of **Advisory Services** for **Bookkeeping and Accountancy Firms**.

Thank you for investing the time in reading this email and we do look forward to your participation in our webinar.

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