

# Small business hierarchy of needs

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A way to frame your offer to customers



## 1. Get the basics in place

**Assist clients with tax and financial compliance, ensuring adherence to regulations and minimising common errors.**

- Provide clear explanations of financial rules and pitfalls, offering advice tailored to historical data and business needs.
- Offer services encompassing basic financial management, such as cash flow forecasting, VAT tracking, and accrual accounting.
- Consider pre-launch setup services, including Companies House registration and basic financial reporting measures like cash flow and tax returns.

## 2. Understand the business drivers

**Assist clients in maximising their understanding of their business and optimising financial systems for maximum efficiency.**

- Encourage clients to step out of their comfort zones by using historical data to anticipate future trends and develop softer skills to interpret financial information effectively.
- Offer services focused on understanding the current financial position of the business and identifying profitable areas of the business but also those that need improvement.
- Provide intelligent questioning and scenario analysis to uncover opportunities for growth and efficiency.

## 3. Streamline performance

**Assist clients in future planning and optimising their businesses for maximum potential.**

- Employ a consultative and explorative approach, focusing on understanding current performance and strategic development tailored to the client’s business needs.
- Offer guidance on business planning, including structure, efficiency, and goal clarity.
- Provide support for event planning, investment advice, succession planning, and accessing available resources such as government initiatives and grants.