

# How do you find help with long-term business growth?



## Adam McDougall, a co-founder of Sales HQ, found out sustaining growth requires more than sales skills and industry expertise

**A**s a business owner, achieving long-term growth is a top priority. But as Adam McDougall, co-founder of Sales HQ, found out, sustaining growth requires more than sales skills and industry expertise.

In an interview, Adam shared how having a good accountant was essential in taking his business to the next level.

**“Over the past two years, Michael Youssef, from HY Accounting, has saved me in tax,” Adam McDougall said.**

“But more than that, he’s helped me understand where I should be cutting spend or increasing spending to ensure long-term growth in my business.

“Where there’s the potential to hire more staff to increase revenue, or maybe spend marketing dollars here instead of there. Michael has given

me clarity and confidence in making those business decisions.”

**According to Adam, Michael’s whole-of-business approach to accounting makes him stand out from other accountants.**

“It wasn’t just about tax; it was about business strategy and saving time and money and becoming a more efficient business, which was pretty refreshing from my initial interactions with Michael.”

**This approach includes a quarterly business strategy meeting focusing on financial optimization and long-term business strategy, going beyond just tax.**

“It’s almost like having an accountant and a business consultant in one go with Michael and his team,” Adam said.

“It’s giving me that clarity and confidence to

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make those business decisions, which has also resulted in that growth.”

**Michael’s competency and genuine interest in his client’s best interests are also critical in building a successful relationship with an accountant.**

“Availability and transparency, someone who owns a business and understands business and genuinely comes across like they have your best interests at heart, rather than how much money they can charge on a per-minute or per-hour basis,” Adam said.

“I’ve had accountants that have done the bare minimum and not added any value.”

Michael agrees that having a good accountant is crucial in achieving long-term business growth.

“It’s about understanding the numbers and being able to translate that into strategies for the business,” Michael said.

“It’s about having a long-term view and making the right decisions to help the business achieve its goals.”

**He adds that a good accountant should proactively offer solutions to improve the business’s financial position.**

“We help our clients with tax and compliance,

cash flow management, business planning, and financial forecasting.

“We want to be there for our clients, from start-up to exit, and help them achieve their goals.”

**A good accountant like Michael can make all the difference in a business’s success.**

Adam shared that “Michael’s whole-of-business approach, competency, and genuine interest in his client’s best interests have been critical in achieving sustained growth for Sales HQ.”

If you’re a business owner looking to take your business to the next level, finding a good accountant who can help you optimize your finances and make informed decisions is a must.

Michael says, “A good accountant can help you see the forest for the trees and ensure you’re on the right path.”

**To ensure you gain the help, you need to take your business to the next level, please telephone Michael Youssef, HY Accounting on 02 9837 6148.**