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GUERRILLA BUSINESS NEWS



Issue 1. January 2010

www.businessg.com.au

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INSIDE THIS ISSUE

- ◆ Welcome to issue #1 of 2010
- ◆ A new decade of hope.
- ◆ Business S.A. Deal.
- ◆ In A Minute you could!
- ◆ Free book download.
- ◆ Street smart marketing.
- ◆ What we're reading
- ◆ Numbers game.

Welcome to issue # 1 of our business 2010 newsletter.

Guerrilla Business News is issued monthly to keep business owners up to date with hints, tips, and issues relevant to their business. We invite you to share information with your staff and colleagues and we welcome constructive feedback during the year. We'll inform, challenge, and even provoke readers into positive action on issues that may remove you from your comfort zones into a world of business growth and success you never knew existed.

2010 A New Decade Of Promise and Hope Begin the Planning & Action Habit.

What were you doing on January 1st 2000? the beginning of a new millennium full of aspirations, hopes and dreams and yet in many ways a decade full of terrorism, war and financial ruin that affected the lives of millions of us globally. Apart from climate change and obvious global warming what were the really positive defining moments that will be remembered fondly in history?



What will you be doing exactly one year from now? Where will your business be and what will you have done to bring about a lasting positive change? Let's not make resolutions that disappear in the clutter of activity, but take just one hour to broadly plan just where you want to be and the steps you need to take to get yourself there.

Simple planning, followed by committed action, is by far one of the most productive and cost effective things you can do and right now is the best time to start the habit. So here's 5 tips just to get you started.

1. **Write it down and add an action plan of steps.**
2. **Make adjustments when things don't work first time.**
3. **Focus on the result you intend to achieve.**
4. **Don't over plan. Start out with things you can achieve.**
5. **Consult with people who can help to achieve your goal.**

New Sponsorship Deal for 2010.

Business Guerrillas has become a major sponsor of Business S.A. for 2010 and look forward to working closely with them during the year. We know that most of our readers are members and we're sure to meet many of you at the forthcoming functions where you'll have access to some fabulous offers.



BUSINESS S A
member

In a minute ...

You could
Set a new goal to achieve something great this week.



Write a note to a forgotten friend & rekindle a friendship.

Say thank you to someone for a service you take for granted.

Smile when you walk through the office ... See the effect it has.

Buy flowers for a significant other or make a dinner reservation.

Give \$5 to a home less person...if only we all did.

Clean out your wallet or purse & get rid of all those old vouchers and dead receipts.

IT'S NOT CACTUS ... FREE BOOK DOWNLOAD.

Not Cactus is a handy business book by Christine Jankus and is a collection of business growth chapters written by 7 Adelaide business owners and advisers and it's available free from our website ..go to

www.businessg.com.au

Street Smart Marketing.



Call me skeptical, but we're still seeing indications that the GFC might not yet have completely turned the corner and business mightn't be as rosy as Kevin & Wayne & Mike & Big Kev lead us to believe ... after all it is an election year ... so just in case, here's 5 things you can do to help get you through.

1. **Step up customer service to keep the customers you already have very happy.** Add things like "thank you" notes to invoices, follow up with phone calls to make sure they are happy with their purchase, add an unexpected bonus to a purchase, increase a guarantee period, invite them to a function, send them a sales lead, add a feedback form to packaging, free delivery, a 30 day money back guarantee, send them a birthday card (*You do know their birthday **DON'T YOU?***) make special offers, start up a VIP loyalty club, send a welcome package to a new customer ... **Key Point: Create a "Customer Care Program," because most businesses don't have one.**

2. **Increase promotions.** Footy tipping competitions, bundle products to increase spend, create VIP events, Mothers/ Fathers Day promotions, holiday promotions, networking events, cash back offers, fashion parades, birthday parties, product launch events, season change events, morning tea, or fundraising promotions. **Key Point: Create constant activity to stand out from the crowd, be creative and bold.**

3. **Don't fire the sales team.** Cutting back on staff is a big mistake, work to increase their efficiencies instead. Review their non selling activities and minimize paperwork, get them in front of more clients more often and train them regularly to make sure their skills maximize sales. **Key Point: increased productivity, improved time management and sales maximization leads to lower costs and higher profits.**

4. **Minimize expenses.** By all means minimize expenses but don't skimp on the essentials. Look instead at wastage at all levels, review stocks and cut the stuff that doesn't sell, use waste paper for internal notes, only authorize essential travel, review resources, review non productive time for staff and increase duties where possible, switch off lighting in unused areas, review personal mobile phone and internet use, don't let customers stretch out payments longer than the prescribed time. **Key Point: cents saved = \$ adding up.**

5. **Build Strategic Alliances:** Who serves the customers that you serve but with different products and services? E.g. A luxury car dealer, a men's tailor and a business law firm all have clients with similar needs and can easily combine marketing activities for mutual benefits. **Key Point: shared resources, massive cost savings, extra clients with quality referrals for mutual benefits is simply smart.**



What we're reading?

Brand Failures ... Author Matt Haig ...imagine bottled water for pets?
Page 62.

The Disney Way ... Authors Bill

Capodagli/Lynn Jackson Dream. Believe. Dare. Do. Only Disney really believed.

The Nordstrom Way ... Authors Robert Spectre & Patrick McCarthy. Customer service excellence, it's got it all.

20 minutes = the average attention span for an adult.

3 minutes = average time to make the perfect sales pitch.

8 minutes = average time to calm your mind after a sales rejection.

3 seconds to make a first impression.