



NOV
2010
NEWSLETTER

The Entrance & District Chamber of Commerce

'THE CHANNEL'

contact your
committee

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This Issue

- The Channel & Waterways of The Entrance
- 10 Big Ideas To Grow
- The Adelaide Saved
- Business focus
- Retail Builds Momentum
- Retail Testing & Measuring Sheet

Important Announcement Presentation on How We Can Improve The Channel & Waterways of The Entrance!

Introducing Dr Shaw Meade..

Listen to this world leader in his field give us an
unbiased opinion about our channel...

If You want to see change, If you are not happy with the present situation of our channel & waterways Do something about it and Come and Listen to this world leader in his field give us a presentation on what can happen with the channel..

Please support The Chamber in a better solution for The Entrance Waterways and attend this presentation at Diggers at 3pm on Monday 1st November.

Dr Mead is a world-leader in artificial surfing reef design and research, enabling the incorporation of high-quality surfing reefs into multi-purpose coastal structures. Commercially, Dr. Mead has been involved in assessments of ecological and physical effects of marine construction, dredging, oil industry and aquaculture ventures.

Dr Mead has been involved in or led a range of projects related to all aspects of coastal development including design and impact studies of Multi-Purpose Reefs (coastal protection, amenity and ecological enhancement) in NZ, UK, Australia, US, Fiji, Costa Rica, South Africa, New Caledonia, Mexico, coastal process investigations to identify the causes and remedies for coastal erosion in NZ, Australia, UK, port expansion incorporating surfing reefs (breakwaters and directed wave-driven currents to reduce maintenance dredging), oil field development in NZ and Australia, habitat enhancement in NZ, and artificial reef designs for enhancement of fisheries and tourism in NZ, Persian Gulf, Fiji. Dr Mead's career is focused on the application of environmental science for sustainable development and the management of environmentally beneficial projects, and he actively seeks ways to provide clients and the community with well-balanced solutions to coastal management and development projects.

Dr Shaw Mead is making waves in the world of maritime consulting through a business that, among other things connected with the marine environment, creates multi-purpose, artificial surfing reefs. His company ASR (WWWASRLTD.COM) pool of capabilities covers:

- Multi-purpose reefs
- Numerical computer modelling of the marine environment
- Ecology and environmental research and assessments
- Ports, harbours, oil industry

BOOK NOW

billannesley@ccbusinesscoaching.com.au

Or 0427228466

10 Big Ideas To Grow



Has been launched by The Central Coast NSW Business Chamber in consultation with The Central Coast Chambers of Commerce. The 10 Big ideas to grow the Central Coast provides a unique regional perspective of the solutions to improve business conditions on The Central Coast.

It's aim is to give to The Central Coast business community a voice and provide the Government and Opposition with every opportunity to support local solutions to local problems and challenges.

These 10 Big Ideas to Grow the Central Coast are designed to enable the Business Community to pose solutions to shape the region over the coming decade by improving transport, and freight infrastructure; redeveloping Gosford CBD; improving transport and freight infrastructure; providing educational and job opportunities for young people and focusing on tourism as a growth industry for The Central Coast.

10 BIG Ideas to Grow The Central Coast

- Upgrade Transport And Freight Infrastructure
- Create A Central Coast Development Authority And Redevelop Gosford CBD
- Re-Establish The Central Coast Area Health Service
- Expand The Ourimbah Campus At The University Of Newcastle
- Enhanced Tourism Development
- Better Prepare Young People For The Workforce By Improving The HSC
- Redouble Efforts To Create Jobs On The Central Coast

- 'Establish A Central Coast TAFE Trade And Apprenticeship Centre
- Create A Single Central Coast Council
- Develop A Regional Spotlight For The Central Coast With The Australia Bureau Of Statistics

Worthwhile change is possible through the combined efforts of The Central Coast business community to assist to make NSW the best place to do business.

Get involved follow the campaign

www.10bigideas.com.au also facebook and twitter.

The Adelaide Saved

Congratulations to the Pro Ship group and all those involved who worked tirelessly to get the go ahead for the sinking of The Adelaide and also a special Congratulations to our own Bob Diaz who is vice president of our The Entrance Chamber.

The Central Coast has won the fight for an essential economic asset and one that will attract not just recreational divers but research scientists all over the world. The repercussions for The Central Coast from an economic and tourist perspective are enormous.

The Entrance and District Chamber of Commerce and Town Centre Management and other associations need to think outside the square and take advantage of this unique event.

Business News

IN LAST MONTHS NEWSLETTER (Sept/Oct)

We looked at the Formulae for success in your business " 5 ways to grow your business" and showed how easy it was to get a 61% increase in your bottom line. This issue, we're have picked a couple of strategies you could use for Repeat Business. First you must make sure you know which strategy is working, your aim is to increase the amount of prospects by at least 10%, to do this you must test and measure. How many times can you keep the customer coming back. How you can market to your present cliental, remember it costs a lot more to advertise for new customers? Please see attached test and measure sheet and use it.

So here are a few repeat business strategies...

Better Service/Make Your Customers Feel Special

It seems obvious, but treating your customers in a special way can make a big difference. Always go the extra mile – the added touch that makes the customer really remember you. This is an excellent idea for almost every type of business, but especially those involved in the service industry. People are paying you for the quality of your service, so you should give them something **better** than they expect.

The success of this strategy is based on how good you make the customer feel, and how surprised they will be after dealing with you. You also must make sure you do not go so over the top they feel uncomfortable. Spend a

little extra time with each one, and do not be afraid to develop a genuine bond with them – find out what their interests are, where they live, and what they think.

Run A Frequent Buyers Program/VIP Card

The classic method of getting customers to come back is to give them a card that is stamped every time they buy. You may want to offer every sixth purchase free, or a special gift on the tenth purchase. Work out the number and what you can afford, but make it generous.

Collect A Database

Collect names at all costs.

All you need to do is say, “I’d like to add you to my mailing list – can you fill this out?”

Alternatively, you could just say, “we regularly mail out specials to our customers – just fill this out and you will receive them too.”

You can also run a competition, or just go through your invoices. Once you have a database, there are an infinite number of things you can do with it. It gives you the power to contact your customers and sell to them directly. You can even categorize your customers so you only mail to the people that you are confident will buy.

Reminder System

This works brilliantly for mechanics, dentists and other businesses that take care of the things most people tend to forget. For example, people will actually appreciate a note in the mail that says, “Just a reminder – it has been four months since your last car service. You really should come back within two weeks. I will call within two days to arrange a time.”

Florists can use the idea too. By getting a list of their customers’ mother’s birthdays, their spouses’ mothers’ birthdays and everyone in between, they can make many more sales. Every time a special occasion occurs, they can call and say, “I noticed it’s your mother’s birthday, would you like me to send her a \$35 bouquet?”

Offer On Next Purchase

If you are having trouble bringing people back, this idea could work well. Give them a gift certificate to spend with you next time they come back or implement a ‘buy before this date and I will give you this’ deal.

Send Out A Newsletter

Sending out a news-style leaflet every couple of months can make people feel as though they are part of your business.

This is essential for businesses where people only buy once every few months or so. You must keep in regular contact, and a newsletter is an ideal way. Not only can you advertise any product you want, you can also include tips, articles and more.

If you include enough good information, people will read, and more importantly, they will buy.

Under Promise & Over Deliver

Although it sounds simple, under promising is tricky. It means not tooting your own horn; only giving away enough bait to hook the customer. That means you need

something in reserve. This applies to all businesses, especially those that have an extended sales process (for example, initial phone call to consultation to quote to sale).

If you tell them, it will be in stock on Wednesday, get it in on Tuesday, and call them on Monday afternoon to let them know. Always try to do a little more than they expect. If you just do what you promise, you will probably get them back next time. If you do what you promise plus a whole lot more than what they were expecting, you would have a customer for life. It is worth it.

At The Register

At the register can the customer look over your display at their leisure? Make sure that they can take anything they want from the display without needing to leave the line-up and lose their place.

Business Aliances

Join forces with other businesses and help each other out. You could either market yourselves under one name, making your joint business a “one-stop shop”, or just have a verbal agreement to share customers, and refer them on to each other. These alliances can pay off significantly, especially if you find it difficult to get to your potential customers.

This works most effectively if the businesses involved are similar, but not competitive

Sales Scripts

Sales scripts are absolutely essential for each and every business. Once you find the right (or very close to right) way to sell something to someone, why change it? Write down exactly what you said and do it the same way every time. **And** make sure your team does the same.

Every customer is different, but the objective is always the same – match the product to the buyer. You should have scripts for everything – from answering the phone to saying goodbye. Scripts are very important for your conversion rate. If you change what you say to each customer, how can you expect to be consistent? It is vitally important that you Test and Measure a variety of scripts to find the most effective one for you and your product.

Flyers

Flyers are a very inexpensive form of advertising that does produce results. Your headline must speak to the reader straight away, and offer something very attractive. Most people resent junk mail, and prefer to respond to flyers that speak to them directly.

Using pictures on your flyers is one way of ensuring they are noticed. You should also consider printing them on unusual paper or cardboard that is cut into different shapes. The main thing to remember when using flyers is that you should not expect to receive a high response.

Flyers can be good for local businesses, such as fast food and home-delivery companies. Trades people can also use flyers to good effect, but as with anything, you need to test and measure on a small scale before you print off thousands.

Retail Daily Testing & Measuring Sheet

Name: _____ Date: _____

| Inquiry # | Prospects Name | Repeat Customer | | New Customer | | Details Captured Y / N | Sales Conversion | | Follow Up/ Call Back |
|---------------|----------------|-----------------|--------------|-----------------------------|-------------------------------|---------------------------|------------------|------------|-------------------------|
| | | New Enquiry | Same Enquiry | How Did They Hear About You | Which Market- ing Strategy | | Sale Made | Sale Value | |
| 1 | | | | | | | | | |
| 2 | | | | | | | | | |
| 3 | | | | | | | | | |
| 4 | | | | | | | | | |
| 5 | | | | | | | | | |
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| 10 | | | | | | | | | |
| 11 | | | | | | | | | |
| 12 | | | | | | | | | |
| 13 | | | | | | | | | |
| TOTALS | | | | | | | | | |

AVG \$\$ SALE = (Total of Sales Value column / Total No. of Sales Made) = _____ / _____ = _____

CONVERSION RATE % = (Total No of Customers / Total No. of Sales Made) = _____ / _____ = _____

Business Focus of the Month

The English Tea Rose and Patisserie



Owners Glenn & Judy Forbes two delightful people who are also wonderful cooks. Although new in town they have already made a great impression with word of mouth spreading quickly. They are already becoming famous for their Home Made Pies, they are great I must say.... They also have High Tea, great to have with a couple of friends. Fantastic value with wonderful pastries and sandwiches. Glenn & Judy really know what they are doing and the Café itself has a marvelous Old English ambience. The menu is great so make sure you try it out soon.

*They are open 6 days a week at 1 Ocean St,
The Entrance (near KFC).*

P: 4333 6428

Retail Builds Momentum



Retail expenditure rose for a second straight month in September, the first back-to-back gains in spending in 10 months, a survey says.

The Commonwealth Bank Business Sales Indicator said rose 0.2 per cent in trend terms, following a 0.1 per cent lift the month before, the report released on October 20 said.

The indicator is a measure of the value of credit and debit card transactions through the bank's merchant machines.

Commonwealth Bank local business banking executive, Bernard Tanner said the recent rise in consumer spending would lift retailers.

"More people are back doing business again following the economic downturn and growth generally looks robust across the states and most industry sectors," Tanner said in a statement.

"However, while confidence is broadly increasing, it's still early days."

The indicator fell by three per cent in annual trend terms, the biggest yearly decline since data was first collated six years ago.

"Consumers are still cautious and continued growth is likely to rely on stability from the Reserve Bank," Tanner said.

Commsec chief economist Craig James said consumers were becoming more optimistic, although they remained cautious.

"However, if the Reserve Bank stays on the interest rates sidelines people will be confident to spend again, especially with the Aussie dollar rising and the job market still strong," James said.

Business services, up 1.5 per cent, was the strongest increase among the 20 industries surveyed in September, while the value of spending fell in four sectors during the month, down from five in August.

Mail order and telephone order providers were down 2.7 per cent in September.

NSW had the largest rise, 0.9 per cent followed by a 0.8 per cent increase in Western Australia.

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How We Can Improve The Channel and Water-ways of The Entrance!

Please Support The Chamber in a Better Solution for
The Entrance Waterways and Attend this Presentation at Diggers..

Announcing Dr Shaw Meade..

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- Multi-purpose reefs
- Numerical computer modelling of the marine environment
- Ecology and environmental research and assessments
- Ports, harbours, oil industry
- Development and environmental solutions for industry, regulators and all stakeholders

Date: **Monday, November 1st**

Time: **3:00pm**

Venue: **Diggers at The Entrance Pavilion**

Price: **Member - \$20.00, Non-Member - \$25.00**

RSVP: billannesley@cgbusinesscoaching.com.au or

Phone: **042722846**