



SEPT/OCT
2010
NEWSLETTER

The Entrance & District Chamber of Commerce

'THE CHANNEL'

contact your
committee

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A New Age is coming, new leadership, new thinking a time for action to stimulate and revitalise The Entrance

Hence the formation of the Revitalise The Entrance Workgroup (Michael Milman chairperson) which began about 18 months ago and the group is fully supported by the sitting members Grant McBride and Craig Thomson, together with Wyong Council representatives, who are all members of the workgroup, as well as major stakeholders (landowners, developers, business organisations) and representatives of business and community groups.

Inside

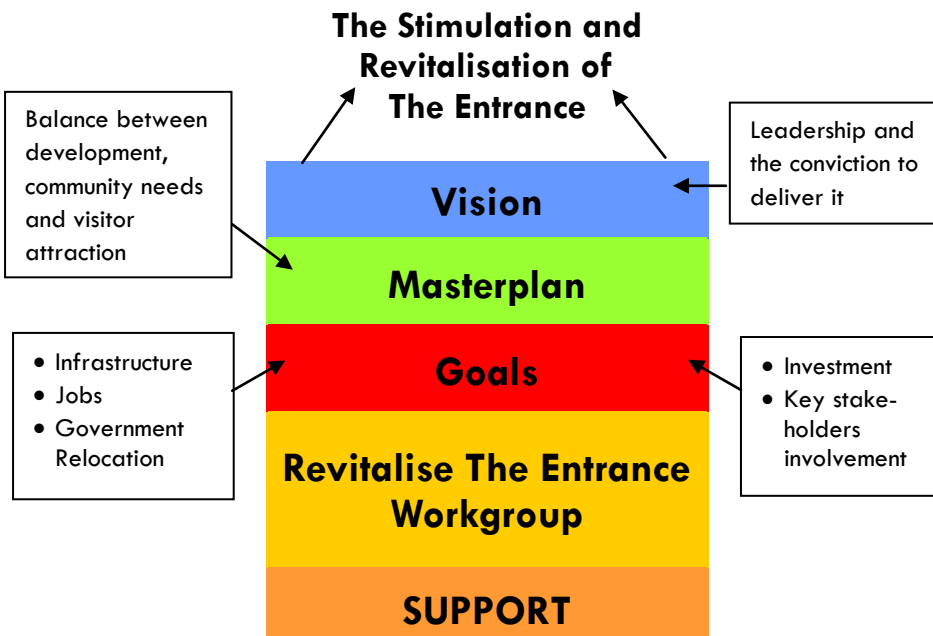
- Great strategies to increase Your Profits..
- Test and Measure template -
How many customers?
How many inquiries?
Where do they come from?
What is your average dollar sale?

It has identified the lack of transport infrastructure, particularly the delays experienced on roads between Long Jetty and The Entrance made it impossible to consider it as an ideal location for reasonable population expansion.

Elements need to be looked at to revitalise The Entrance:-

- Improved public infrastructure & transport
- Investment....landowners with substantial landholdings restricted by unrealistic and unviable planning conditions
- Activation...waterside developments by John Klumper at one end and the Dunnet lands and the Council lands at the other end of the township being developed on a realistic basis
- Government relocation... Government offices, educational institutions etc
- Jobs... created by the above elements

The Central Coast now has a new head of Tourism in Oliver Philpot and Wyong Council has a new manager in Michael Whittaker both leaders bringing a breath of fresh air to the Central Coast and The Entrance. It is now a time for unity between the community and business groups. Education working closely with business to provide skilled labour. Councils and the planners within councils listen to business and Town Centre Management supported financially to create the activities to attract the very people who have not returned to The Entrance for a long time.



President's Report

Outstanding Chamber August Breakfast

Like to thank the new C.E.O OF Wyong Council Mr Michael Whittaker for speaking at our last Chamber Breakfast (Thursday the 26th August). It truly was a fabulous morning with a strong representation of 35 or so members who witnessed a fantastic presentation in regards to how the council operates, the services it offers and means of obtaining income. We were educated in the property development approval process and also the mammoth team of people they employ to do the best job they can.

What was most refreshing was Mr Whittaker's perspective on The Entrance and his obvious enthusiasm to work in with other community and business organisations to make The Entrance a great place to visit, work and live in. With leaders like Mr Whittaker around it certainly gives you confidence that at last The Entrance will move forward and change is on the way.

Business News

IN LAST MONTHS NEWSLETTER (August) we looked at the Formulae for success in your business "5 ways to grow your business" and showed you how easy it was to get a 61% increase in your bottom line. This issue, we have picked a couple of strategies you could use for Conversion. First you must make sure you know which strategy is working for you. The aim is to increase the amount of prospects by at least 10%. To do this you must test and measure. How many people come into your shop on a daily basis? How many actually buy? What is their average dollar sale? How many times do they come back? Please see attached test and measure sheet and use it.

So here are a few conversion strategies...

Written Guarantee

This concept is where you write a guarantee that addresses the customer's key frustration in buying from you. For example, a hairdresser could guarantee that you will like your haircut and so will 98% of your friends, or a dentist could guarantee you no pain.

Pick out the one thing that people are scared of when buying from you, and guarantee that it will not be a problem. If it is, offer to refund their money, or put things right. Once you have finalized what it is, make sure you tell people, and advertise it. Almost any business can benefit from using a guarantee. The better the guarantee, the more comfortable people will be when dealing with you. If you are selling high priced items, you may want to look at insurance against ever having to pay out on your guarantee.

Define Your Uniqueness

If there is nothing different about you, people will only buy from you because of convenience, nothing more. Added to that, you will never be able to raise your prices – if there is anyone doing it for less, people will buy from them. You need to work out what is special about you, and publicise it. In addition, do not just say 'price' or

'quality' – these are empty terms. You need to make it very specific and meaningful.

For example, you may promote yourself as the only mechanic who picks up and drops off customers in a limousine. Alternatively, maybe you are an accountant that has a masseur give your clients a massage while you do their tax. There are almost unlimited possibilities when finding your uniqueness. Often just claiming that what you do is unique and then promoting that point is sufficient to have people believe you. This can be the case, even when there are plenty of other people who do exactly the same thing that you do. No matter which business you are in, you need to stress a unique quality, one that people will perceive as being invaluable. Referrals are one of the most powerful lead generators in the world. People spreading the word are an inexpensive and very effective means of lead generation. Obviously, this can be achieved by offering exceptional value and service, but it can be further promoted by using special referral programs.

For example, you may reward someone who introduces his or her friends with a free membership or "referral" compensation, paid in the form of a gift voucher.

The key is that referrals are very valuable and you should reward those who are your best ambassadors.

Offers

To seal the deal, throw in something they did not expect – something that gives them the perception that they are getting a great deal. Then place a time limit on it, which pressures them into making a decision. Make sure it is something that they will value highly which does not cost you very much. You might like to use this as a last resort. If your prospect keeps coming back to price and you cannot get around it, try offering something extra instead. For example, a computer company might offer free software if their client buys a new system from them. Nevertheless, to take advantage of this offer, the client must sign up there and then.

Point Of Sale Displays

What you do inside your shop is just as important as what you do outside – you have to advertise your products just as hard. Work on your displays – make them attractive, and if possible, interactive. Make tester bottles, listening stations, or taste samples always available. If people can experience the product without fear of being pressured, they will, and if they like it, they will buy. You will still need to assist them in their buying decision, but a well-thought out display can certainly help. Instead of going through your entire sales pitch, you can simply explain to them the sizes and colours your product comes in and then close the sale. Place your display in a high traffic area of your store, like the front door, or near a register. People waiting at the register can then 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.

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 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.

MOST BUSINESS OWNERS are smart but like some smart people they can do dumb things.

So here are 7 dumb things you should stop doing that are hurting your business.

- **Stop saving a wage because it's costing you a fortune:** Many business owners save a wage by trying to do everything themselves, that can cost you big time. There is a saying poor people spend time to save money while the rich pay money to save time.
- Learn what your time is worth, then outsource or hire someone. You'll be amazed at how this actually frees up resources so that you can start working on the things that actually make you money.
- **Stop ignoring the numbers in your business and what they are telling you:** Do you know when you breakeven in your business? What product makes you the highest margin? What's your cost of getting a new customer? What time of day do you start making a profit? How many months in the year are you earning a profit? These are the questions you need to know.
- **Stop ignoring technology and how it can help you and your business:** Thanks to technology, it has never been easier to small business to reach new customers and stay in touch with existing ones.

- Whether it is through Marketing or another aspect of your business, technology can leverage your resources. Your stubbornness or unwillingness to learn how effectively use technology is costing you...so make it work for you.
- **Stop discounting:** Most businesses advertise based on price, but if you're a discount business you will only get discount customers.
- Start adding value instead, and start to focus on building a system for getting repeat business, which is where your profits long term really are.
- Raise your profit margins where you can and your price points, you may lose some customers, but you can bet those customers you lost were time wasters and always complaining. Why because they want things for nothing. It's about finding out what your customers want beyond price.
- **Stop working on unimportant distractions and focus on what matters:** The two most important things to focus on in your business are how to generate more cash flow and profits. Most business owners have trouble with this because it seems hard to do so they take on other administrative matters as it is easier and it feels like they are doing something. However, if it doesn't end up generating cash-flow then it is detrimental to your business.
- Your role is to build the business not answer customer emails or phone calls.
- **Stop blaming others and start taking ownership of your own business:** Simply put know one can care more for your business than you.
- Does your team do a good job? Could you have 3 weeks off and still have a business? Is your team accountable? If you answered no to those questions you need to understand that it is really your fault. Why? Because your team is following the lead you set for them.
- Why? Because your team is following the lead you set for them.
- Excuses, lack of accountability and other cultural problems stem directly from the leader. So start developing a culture of ownership, responsibility and accountability you may lose a team member or two but you will definitely get better results.
- **Stop flying "solo" and become accountable to someone:** If you start holding someone accountable yourself shouldn't someone hold you accountable as well? Finding a mentor or coach can help you with this. You will work harder and smarter if you have someone looking at your business objectively who can also help you measure your progress at a regular basis.

FREE Business Health Check

One hour in your place of business focused on improving Your Profits, Marketing etc
Just ring Bill on 0427228466 and book your appointment

CONGRATULATIONS TO THE ENTRANCE HOTEL



WINNER BEST BISTRO Country AHA NATIONAL AWARDS FOR EXCELLENCE



The Head Chef Iren Cataligna needs a pat on the back, not only a great chef but a nice person to go with it.... Well done!

The Entrance Chamber would also like to thank Ken, Bill and the Team for their great support

Retail Tips

Things we desire, not needs, attract people to shop. So how do you catch their attention and draw them into your store?

Have you ever walked down the high street or in the mall with your wife and turned around to find she's gone, vanished into thin air in a split second?

It turns out she's spotted something in a shop window across the road or through the sea of people floating up and down the shopping mall. From a distance of more than 50 metres a pair of shoes or a silk scarf have caught her eye and she's off.

Is this an advanced visual sense developed thousands of years ago to spot charging beasts on the plains of Africa and now used to seek out things she likes in the modern world, or is it the powerful effects of a cleverly merchandised shop window? Perhaps it's a bit of both. In fact it isn't true to say only women have this ability to see things they like, we can all do it. Put me in a busy street and I'll spot the latest Scott mountain bike across the pavement before I see the fishing rod in the shop next door.

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The owners of the World Store in Paddington have temporarily covered the window and building in coloured spots

Whilst walking past a shop, it's the window display which, consciously or not, influences whether you will take a look inside.

Co-ordinate your colour

Organise the product according to colour. Think of colours in a rainbow pattern or focus on one or two colours in your presentation. Colour contributes significantly to the impression people have of a display. It catches the eye and makes them pause and look. The Salvos in Melbourne put together a stunning display using all the blue and yellow products they could find. A market stall in India demonstrates how the colour of the product can be used to great effect to produce an eye-catching showcase.

Go for impact

It takes only a few seconds to walk past a shop window. If yours doesn't stand out, you're less likely to grab people's attention. Divert the focus of the shopper. Be more engaging than the competition next door to you or across the street. Camper has the power and image of its brand to draw on, but its window display in Barcelona creates a bold frame around what is going on inside the store.

Create a story

Selling clothing? Create a scene for your mannequins to perform in. For example, to display your summer clothes, set up a barbeque, get some fake food, some bottles of wine and a picnic rug... The idea is to create a snapshot of a life so people look at it and think 'I want that life'. The Victoria Garage bottle shop in Darlinghurst came up with a window display to promote Belvedere Vodka using the bottle's label design to create a fantasy scene.

Think outside the box

Instead of just thinking about a display in your shop window, think about ways to use the outside of the building as well. Don't constrain yourself just to your windows like your competitors do. The owners of the World Store in Paddington have temporarily covered the window and building in coloured spots. It sits on a busy corner and definitely gets noticed. The theme of the spots runs throughout their store appearing on the bags and postcards.



A sample idea of paper dolls clothing to display just two dresses.

Less is more

Don't overdo it. Less can be more, or at least it is more readable to the eye. Use fewer products and props to create clarity and rhythm. A cluttered window can easily look a mess and unappealing and your key products will get lost. Kirrily Johnston used a simple idea of paper dolls clothing to display just two dresses in its Paddington window.

Write a message

Use vinyl lettering on the window to the side, top or bottom of the display. Keep your message simple and straight forward. Inform your potential customers how your products satisfy their needs and desires. Think who you are targeting. If you're selling fashion, perhaps your products appeal to those who want to stand out from the crowd but not pay designer prices. You then need to promote quality and price, but within a theme appropriate to your target market. If you sell groceries perhaps a window display based on suppliers of your products and where the goods come from could be the theme of your message. You need an idea to focus on to add value to your products and services and it will pay dividends. A fashion store in Surry Hills (Saint Augustine Academy) uses a quote from one of Nick Cave's songs on their window to announce the theme of their new collection.

Start afresh every time

Don't just change a portion of the display. Shoppers quickly become accustomed to the same message. Take everything out and start again, create a completely new and original window display every time.

Good, Better, Best

If you have space or more than one window, one great trick is to represent one of three price points, but never mix them... Good, Better, Best. So, for instance, a basic picnic range might have plastic products in one window, which become china in the next, while the 'best' window will display crystal glassware.

Reinvent

Don't try to invent, re-invent instead. Take the everyday approach and look at how you can do it differently. Everyone has sales but them differently. Take Lisa Ho - they used over-size parcel tags as hanging signs to advertise their sale.

Use shapes

Stack products or use a pyramid. Place items in the window at varying heights and depths to grab attention. Also think of the proportions, the comparative relationship of size, quantity and space. Each piece may look good in isolation, but placed with neighbouring items it may seem out of proportion. Consider each piece in relation to all the other merchandise.

Think of those driving by

If you are on a busy street in a prominent position make your display larger, use a large prop and focus on colour to draw the attention of the passing motorist.



Try a backdrop

Backdrops are useful tools to create strong and bold displays, and by separating the window from the store you can create intrigue and if done well encourage people to come in and see. A store in the UK used a large backdrop to communicate its Stocktake Sale and covered its window in red.

Do something unexpected

Display something upside down or hang it obviously wrong and you'll get noticed.

And finally... Stick to odd numbers

A good shop window display will use an odd number of items, one, three, five, seven... Oddly enough people always notice three mannequins more than they will notice four!

Winning Retail Strategy

The retail sector is a very challenging business, the past year being probably the worst in retail in many years.

The recent winner of the Best Retail Award in the Hunter Region for the second consecutive year (2009 & 2010), Covelli Boutique & Shoe Specialists, Merril DeFiddes shares her success.

"I have a wonderful staff who I know tend to the customers with great care, offering them the right advise and service something that the customers deserve.

The friendships that have evolved from the customers in the past three years since opening Covelli is truly amazing and I am ever so grateful for this. I love servicing the customer, the staff love servicing the customer, and this is what we, the staff & I base the business on.

All business have challenges but the challenges are just that! Challenges give me a great sense of satisfaction and fulfilment to know that I have accomplished that "mountain".

There is a great saying about that mountain.....

N o b o d y t r i p s o v e r m o u n t a i n s .
It is the small pebbles that cause you to stumble.
PASS all the pebbles in your path and you will find you have crossed the mountain."

Merril DeFiddes
Covelli
Shop 9-116 High St
EAST MAITLAND

Every Month your Chamber newsletter will give you great ideas on how to implement some of these strategies...

Retail Daily Testing & Measuring Sheet

Name: _____ Date: _____

Inquiry #	Prospects Name	Repeat Customer		New Customer		Details Captured Y / N	Sales Conversion		
		New Enquiry	Same Enquiry	How Did They Hear About You	Which Marketing Strategy		Sale Made	Sale Value	Follow Up/ Call Back
1									
2									
3									
4									
5									
6									
7									
8									
9									
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) = _____ / _____ = _____

The Entrance & District Chamber of Commerce Breakfast Club Presents...

Michelle Allen talks about .. How you can use FACE BOOK to grow your business...

In a 45 minute presentation Michelle will show you how just a few simple techniques with Face—Book can put your Business on the map...

Michelle Allen has an award winning web design company Webstuff.biz and will talk about Social Media for businesses. Who should be using Social Media? Why? How? and When? Michelle will share her journey on how she used Facebook to increase her own business clientele and gain new leads outside the Central Coast. Michelle will present and then allow time for you to ask individual questions about your Social Media needs and how it can be applied to your business. Michelle is a presenter for the Business Enterprise Centre to see Webstuff.biz online portfolio please visit their website www.webstuff.biz.

This is a must attend seminar – if you are serious about Online Marketing for your business!



Guest Speaker
Michelle Allen

webstuff.biz

If you would like to have a 2 hour consultation with Michelle Allen please contact the Business Enterprise Centre (Zenith Building) call 4355 4885 to book your appointment.

The sessions are Government funded and will cost you \$20.00

PLUS Network, Network, Network!

You will meet other business people – all of whom are eager to share tips, strategies and solutions on how to start up, grow, manage and operate a successful business. The perfect platform to reconnect with old acquaintances and develop new relationships.

Date: Thursday, September 30th

Time: 7:00am start. Close 8:30am

Venue: The Entrance Hotel Round Room

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

(Includes set menu hot breakfast, tea or coffee)

RSVP: billannesley@cgbusinesscoaching.com.au or Phone 0427228466