



Terrific Trading Monthly E-newsletter

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Hi %Greeting%,

Welcome to the April/May 2007 edition of "Terrific Tips" delivered to your desktop free (almost) every month.

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Speed can cost you customers

Have you noticed that service providers giving information over the phone tend to talk considerably faster than they do face to face?

Are you also aware that the number one frustration from customers in Australia dealing with organisations over the phone is that service providers talk too fast?

The clear lesson coming from the research is that service providers need to slow down and pause to give the listener the chance to assimilate the information. In particular, elderly people and people for whom English is a second language get quite distressed when service providers speak so fast that they can't hear or understand what they are saying.

These are regular frustrations for the public when dealing with organisations that have busy call centre operators and other frontline staff who feel that their main objective is to get through the call as quickly as possible.

The message is: Slow Down. Fast is not efficient when the person at the other end of the phone has trouble deciphering what you are saying. This results in more call backs, more misunderstandings and more unhappy customers which is an unproductive, unhappy situation for both parties.

So check your rate of speech whenever you give information, whether over the phone or face-to-face. Speed can damage customer relationships!

Bindoon Bakery Case Study



Jurek Leon enjoys the sunshine out the front of the Bindoon Bakery

Early in April I was at Bindoon Bakery to take part in filming for Channel 9s 'Business Success' program which is shown each Sunday from 8.30am to 9.00am. Each week the 'Business Success' team showcase a different business that is brave enough to volunteer to be critiqued by three different business specialists. If you are in Australia, you can view this episode on Sunday 20th May.

I was invited to appear as the retail marketing specialist and was asked to stick to 3 key messages and put them across in 3 to 4 minutes – always a challenge for me!!! The 3 messages I settled on were –

1. Systems, Delegation and Empowerment: "You've grown the business now you need to grow the people."
2. Shopfront Marketing: "What are you famous for and how will people know what you are famous for?"

3. On The Spot Marketing: How you make the customer feel when in your shop.

[Click here](#) to read the points I covered with them both on and off camera or go to the Free Articles section at www.terrifictrading.com . First though, here's some background to Bindoon and it's bakery.

Bindoon is situated about 88 kms north east of Perth in a beautiful citrus and wine growing area and is a leisurely 90 minute drive from the city. Bindoon Bakery is a real business success story for two hard working young women, Anne Maree Hagge and Leanne Phillipson. Anne Maree was a pastry cook travelling overseas when, in late 2000, her father bought the Bindoon Bakery to entice her back from New Zealand. It worked and on 1st February 2001 he said, 'Your mother and I are off overseas for 6 months. Good luck!'

Leanne had a marketing background but this was the first time either of them had run their own business. And what a success story - from 5 staff in 2001 to 26 today and a steady increase in turnover each year, if you can call a 33% increase in the last quarter 'steady'!

Their challenge was to identify what business processes they need to put in place to safeguard a healthy business and what they personally needed to do to ensure further growth and development for the business and themselves.

[Click here](#) to read my recommendations and Aussie readers, tune into Channel 9s Business Success program at 8.30am on Sunday 20th May. Alternatively make a note to record the 30 minute program and review it later. You can also check out some video clips from the 'Business Success' case studies at www.yourbusinesssuccess.com.au

Creative Titles

Well it's nice to know I've helped release some creativity and inspired some action. There are some wonderful new titles now in use.

Before I share some of my favourites with you, let me remind you how this all started. In the [February edition of your Terrific Tips newsletter](#) , I shared my two new titles as stated on my business card - Special Agent for Customer Obsession and Director of Curiosity. The second of these was inspired by the title of Malcolm Moore at Scitech, the interactive science museum in Perth, Western Australia - Director of Excitement. Check out www.scitech.org.au .

As I mentioned in the March edition, some of the best tips and ideas for business cards have come from my friend, marketing supremo, [Winston Marsh](#) , and I shared a few of the examples that he has inspired. Since then I've had a steady stream of examples arriving in my inbox. Here are my three favourites to date -

Michele Briggs, formerly 'Managing Director' of Studio Scene Dance & Active Wear, www.studioscene.com.au has now taken on a title far more suited to her role and personality - 'Creator of Magic'.

Darryl Ingarvarson, the manager of the Mid-West Small Business Centre, has done likewise with the wonderful title 'Professor of Possibility'.

Then there's the exceptionally enthusiastic rural entrepreneur, Rick Turner creator of the amazing 'The Big Sheep' fun centre and all weather attraction on the farm in North Devon, England. Rick, whose team live the Fish philosophy like no other, has called himself the 'Chief Shepherd' for some time. Quite appropriate, because he was the chief shepherd on the family farm before converting it into a 'ewetopia' for families wanting to get in touch with the land and have a great day out with the kids. Check it out at www.thebigsheep.co.uk

Rick is now tossing up between two titles - 'Lord of the Shepherds' and 'Director of the Flock' and I think he needs some help....from you.

I reckon both are fantastic. My personal favourite is 'Lord of the Shepherds' as in Lord of the Dance, Lord of the Rings, the Lord is my shepherd. Very clever....and memorable.

Rick's concern about Lord of the Shepherds, which doesn't fit with the way we think Down Under, is the connotations with lord and master, a bit pompous and that's certainly not how Rick wants to be viewed.

So, how about we vote on it? Which do you prefer?

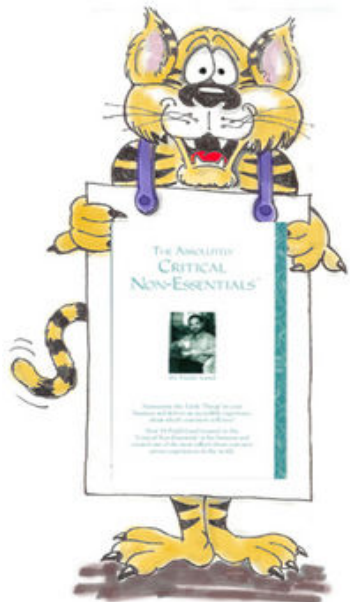
(a) Lord of the Shepherds.

(b) Director of the Flock.

The first 25 voters to email me their preference will be sent by post some Big Sheep euro notes ('eweroes'- get it) to spend at 'The Big Sheep' in North Devon, England. [Click here](#) to view them. They are the equivalent of real currency at Rick's attraction and can be spent there just like real money.

Remember to include your postal address on your email along with your vote (your address should be a permanent part of your email signature anyway).

Terry's Feature Product



Last October I included an article on Paddi Lund's philosophy about business and friends. You can [click here](#) to read it. Paddi's views on business and life are somewhat different to most professionals.

Dr. Lund has a dental practice in Brisbane. Some 20 years ago, he started on a journey to turn his dental practice into a happy place for himself, his colleagues and his clients. He documented the initial steps in this process in his wonderful book, '[Building The Happiness Centred Business](#)'. He has since gone on to share his philosophy and business practices in a number of other publications including a new book, '[The Absolutely Critical Non-Essentials](#)' and a CD, 'The Original Paddi Story - Audio Recordings'. He now works 22 hours per week, earns 2 1/2 times as much money as he used to and loves going to work.

Paddi is a bit different and so his philosophy and business practices are a bit different and challenging to the mindset of most business people and fellow medical professionals. For example, 'Patrick Lund Dental Happiness' (yes, that is the official name of his practice) has –

- A locked front door with a brass plate saying 'By invitation only'
- No reception desk
- Tea served in Royal Doulton China
- A large cappuccino machine imported from Italy and all the staff are trained baristas
- A pain-free guarantee!
- Referring friends as a prerequisite of being a client.

How does he manage to do it? Paddi puts it down to his understanding, implementation and rigorous adherence to the Critical Non-Essentials.

In Paddi's business the little things make all the difference. The actual quality of dentistry really doesn't have much impact – Paddi could do his dentistry a variety of ways and most people wouldn't really know what quality of care they've had.

And yet Paddi's customers do have the perception that the quality of dentistry is high, extremely high. Why? Because the tea is served impeccably. Because customers are greeted by name by their own Care Nurse when they ring the doorbell. Because these and a myriad of other little things are all done with great care and consideration; like the Dental Buns, the cappuccino machine and the fresh flowers.

Paddi says that, when you begin to understand what customers remember about your business, you will realise that it's rarely associated with the core part of what you do.

I'd strongly recommend that you invest in a copy of '[The Absolutely Critical Non-Essentials](#)'. It's \$39.95 in Aussie dollars. And if you don't already have his first book '[Building The Happiness Centred Business](#)' which is \$29.95 order that as well and read it first. In fact when you order both through Bobs Books you save a couple of dollars and postage per book works out a bit better by having them posted together.

And if like me you aim to use the time in your car productively, also invest in '[The Original Paddi Story - Audio Recordings](#)' on CD. It's a double CD with Paddi in his own amazing style telling his story to a large group of seminar attendees in Las Vegas. At \$59.95 it's insightful and great listening.

The Head Office Syndrome

I often suggest to my clients that they switch from 'Head Office' to 'Support Office' to get the focus right - and point out that the down-to-earth Woolies people (Woolworths Australia) did that in the 1980's while their competitors, the arrogant Coles 'executives', lorded over their underlings from the towers of their Head Office. And what a difference mindset makes! Woolworths, with its focus on 'if your not serving the customer, make sure you're serving someone who is', has become the dominant force in Australian supermarket retailing while Coles, having already flogged its Myer Department stores has put its whole business up for sale.

Now, Chooks fresh and tasty, a growing Australian franchise chicken store group has taken this one step further by renaming its Head Office the 'Encouragement Centre'.

I'm still a fan of 'Support Office' but hats off to Steve Hansen and his team at Chooks for being different and having a positive focus towards their immediate customers, the franchisees.

Read The Sign

A retailer was dismayed when a competitor selling the same type of product opened next door to him, displaying a large sign proclaiming 'Best Deals'.

Not long after he was horrified to find yet another competitor move in next-door, on the other side of his store. It's large sign was even more disturbing - 'Lowest Prices'.

After his initial panic, and concerned that he would be driven out of business, he looked for a way to turn the situation to his marketing advantage. Finally, an idea came to him. Next day, he proudly unveiled a new and huge sign over his front door. It read ...

'Main Entrance'!

I picked this one up from Peter Rowe's excellent [ProfiTune newsletter](#) .

Terrific Quotes

"Don't judge each day by the harvest you reap but by the seeds that you plant." Robert Louis Stevenson

Have a wonderful month.

Regards

Jurek Leon

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