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# Business Grow October 2011

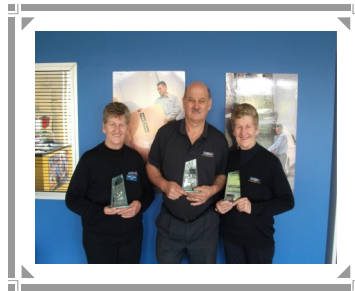
## NEW! — Business Braggers Column

**Take this opportunity to tell everyone of your success!**

We have discovered there are many businesses in the Bunbury and South West region, quietly going about their business and achieving accolades and awards, that many times are unrecognized and go unheralded. They offer inspiration to all businesses, in these somewhat difficult times. Many times we learn of these exceptional businesses, by chance. If you have won an award, or know of a business that has won an award, please contact us, with details so we can feature them in our monthly Business Braggers Column. We will also feature these businesses on our website.

Everyone loves a good success story, and everyone deserves to be recognized for their achievements. Take a look at page 2 for our

most recent list of amazing business leaders who have recently won awards for achievements in their field of expertise.



Jackie Turner, Phil and Carmel Jones, from Pack and Send with their awards...read their story on page 2.



Don Marshall and Rob Marshall from Ebiz Solutions with their awards.

Don't forget also, to nominate that special someone, or business who has gone that 'extra mile' for you, in customer service, with one of our 'WOW' awards for Outstanding Customer Service. This is not a competition, but recognizes quietly, those exceptional people, and businesses who make our day and bring a smile to our faces. Exceptional customer service, and providing an experience for your customer, is the lynchpin of success in today's economic climate, and remember, word of mouth is your most powerful marketing tool, and costs you nothing!

For more information or to make a nomination, contact us on: [admin@sbcbw.asn.au](mailto:admin@sbcbw.asn.au) or phone 9791 2666.

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*The services provided by the Small Business Centre Bunbury-Wellington are partially funded by the Australian Government and the Small Business Development Corporation of Western Australia.*

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## Wow! Outstanding Customer Service Awards

Contd from page 1...

Our **WOW** awards are generating a buzz, and we take great pleasure in recognising those businesses and staff members who do go that extra mile for their customers!

If you know of a business or staff member who has the WOW factor, please email us and we will present them with a WOW certificate to proudly display in their business.

Our latest award recipients are:

- Ginny Rewai from The Reject Shop, Stirling Centre Bunbury
- BP South Bunbury
- Beacon Lighting, Bunbury
- Paulene Gleeson, Office Works Bunbury
- South African Fine Foods
- Aimee Butler, Total Telephone

All were recommended by extremely happy customers. For a full list of award recipients go to:

[www.sbcbw.asn.au](http://www.sbcbw.asn.au)

Email us now with your nomination and tell us why they deserve to receive a **WOW** award. [sue@sbcbw.asn.au](mailto:sue@sbcbw.asn.au)



## Women in Business Breakfast

Our guest speaker this month is Cathie Denehy.

Cathie is the Director of Business Divas Australia P/L which includes Business Divas and Divas Social, Media & Marketing.

This year Cathie was nominated for Telstra Businesswoman of the Year and is featured in the upcoming Jane & Michael Pelusey book, "Live Your Passion" – people & performance. When friends and associates are asked to describe what it is Cathie does, the common answer is "She inspires and motivates all women to believe that can be and do anything they want". Cathie has supported, coached, inspired and mentored hundreds of

## Business Braggers

Welcome to our new monthly column, where we endeavour to showcase those businesses who have won awards for their endeavours or reached significant milestones.

**Pack and Send**, who competed against 110 franchisees, many of which are in capital cities with far greater staffing and experience with the Pack & Send services, won the **Branding Award**. This award acknowledges the promotion of the corporate brand through marketing strategies and the exposure of their new store in Bunbury.

Pack & Send also won the **Team Player Award**, which is voted by all franchisees to the store that offers the most assistance, advice and professional standards within the network.

Phil Jones, the owner of Pack & Send, was also pleased to be announced as Runner Up to the **National Award**, which is awarded by the Franchisor to the store that provides exceptional standards in financial management, growth, marketing and acknowledgements by customers who have used their store. This is a true indication they are on the right track and announces that they are the best regional store in the country!

Their success has provided excellent exposure for the Bunbury area.

**Ebiz Solutions** won the award for the top MYOB Consultants in WA for the 7th Year in a row. Both Don and Rob Marshall have won multiple awards over the years.

Don Marshall also won the award for Best sales results and Rob Marshall was announced as the 2011 Australian MYOB Partner/Consultant of the Year.

Congratulations to **Lomax Media**, who are now in their 10th year of business, and **Sassy Divas**, who are in their 7th year of business.

individuals and business owners over the past few years to achieve their goals and also create 100's of \$1000's of dollars in income.

As a speaker, she will make you laugh, maybe even cry, with her inspirational journey – but more than that, she will inspire you to believe in your dreams and follow them through with actions.

Where: Quality Lord Forrest Hotel

When: Tuesday 18th October, 2011

Time: 7.00am to 9.00am

Cost: \$30 payable before the day.

To register go to [www.sbcbw.asn.au](http://www.sbcbw.asn.au) or email [admin@sbcbw.asn.au](mailto:admin@sbcbw.asn.au), or phone us on 9791 2666.

## Get A Head Start With FREE Business Advice!

Would you like someone to come in to your business and have a confidential one-on-one discussion on what you could do to make life easier, your business run smoother and how you could increase the profitability of your business?



Our Business Advisors are available to visit businesses anywhere in the Bunbury-Wellington region at no cost!

Their specialised skills include Accounting, Cash flow Management, Taxation, Marketing, Human Resource Management and Business Planning.

They can work with you on areas where you might like to learn new skills, or those areas you would like some assistance with. If you'd like more information about this service, call our office on 9791 2666 or email [admin@sbcbw.asn.au](mailto:admin@sbcbw.asn.au).

## Caution - Websites and doing business online

If your business has a website, you may not be aware of the Intellectual Property (IP) issues doing business online, or if you are ready to export and just need some more advice, the IP Passport country fact sheets may be able to assist you to make informed decisions about the IP in your business before you export.

For further information, visit

<http://www.ipaustralia.gov.au/ippassport/index.shtml>



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# How to get others to sell for you!

The answer to the statement above, is to get other people, your customers and lifetime supporters to become advocates, sales people and testimonial sources for your product or service. Yes, that's right, it is simple as collecting testimonials from raving fan customers and using those testimonials as a sales agents. Sounds simple? It is! All you have to do is get over a few minor hurdles and go and get them!

In my years of coaching I have come across a number of barriers that business owners need to overcome so this is what you need to do.

- 1) You have to overcome the fear of asking for testimonials. You just have to take a deep breath and go and ask, that is the only way around this first hurdle. What you will normally find is once you do it a couple of times you enjoy being told how good you are.
- 2) Fear of getting a bad testimonial is a big hurdle, but think about it. Wouldn't you rather find out yourself what complaints your customers have about your business first hand. Then you can fix the problem and get a good testimonial next time.
- 3) You are lazy and can't be bothered to ask or just plain forget. Place testimonials on your sales check list and make a point of asking every time.
- 4) If your testimonials are boring nobody would want to read them. And worse still they would not drive a sale for you. You need to learn how to get exciting, emotive, interesting testimonials. You also need to reach your customers how to give a testimonial that will sell for you.
- 5) Make sure you get variety in your testimonials; this is key for further forms of marketing using your collected testimonials.
- 6) If you have trouble getting customers, bribe them, make them an offer they cant refuse, help them and guide them through the process and use systems to make it easy for them and you.

Here is where the rubber meets the road. Clients we work with to develop testimonials as an important part of their marketing strategy increase their conversion rate on leads by an average of 30%.

Do the maths yourself. How much would an increase closing rate of 30% be worth to your business. Now, isn't it worth it?

Also, when you start to use testimonials in your marketing you will soon discover that price is taken way out of the sale, how much easier would that make your closing.

Remember, what others say about you is 1,000 times stronger than anything you could possible say about yourself. Make testimonials part of your marketing, tomorrow!

This article is supplied by Steve Tippett from Tippett Worthington Group. [www.attraction4.com.au](http://www.attraction4.com.au)

If you would like to know more information about creating testimonials that sell for you in your business come along to our next workshop on Tuesday 22nd November, or contact the Small Business Centre Bunbury-Wellington on 97912666.



# 2011 Seminars and Workshops

<b>Facebook for Business Introduction</b>	Tues	Oct 18th	6:00pm-8:00pm
<b>Women In Business Breakfast</b>	Tues	Oct 18th	7:00am-9:00am
<b>Facebook For Business Workshop</b>	Wed	Oct 19th	9:00am-4:30pm
<b>Managing with Confidence</b>	Wed	Nov 16th	9:30am-3:30pm
<b>Attraction Marketing—The secret to Marketing Success</b>	Tues	Nov 22nd	9:00am-12:00pm
<b>ACCC—Beware of Business Scams</b>	Tues	Nov 22nd	6:00pm-8:00pm
<b>Succession Planning—Death &amp; Taxes</b>	Wed	Nov 23rd	6:00pm-8:00pm
<b>Customer Service Excellence Workshop</b>	Tues	Nov 29th	8:30am-4:30pm
<b>Demystifying Your Tax for Small Business</b>	Wed	Nov 30th	9:30am-3:30pm
<b>Attraction Marketing—The Secrets to Marketing Success</b>	Wed	Dec 7th	9:00am—12:00pm



## Training Vouchers Extended to December

The WA Department of Training and Workforce Development (WADTWD) offers your business a **Small Business Smart Business Training Voucher** up to \$200 towards the cost of training to improve your business management skills. Training costs of \$100 or less will be reimbursed in full. Training costs greater than \$100, will have the first \$100 reimbursed, plus 50% of the balance, to a maximum of a further \$100. To be eligible for a **Small Business Smart Business Training Voucher**, your business must have an ABN, employ less than 20 people (full & part-time) and have the training approved by your local SBSB Administrator, such as The Small Business Centre Bunbury-Wellington, **before you start the training**. Reimbursement can't be made without an authorised voucher. The WADTWD has now extended the voucher to December.

All training is to be paid directly by the small business. We will reimburse the agreed amount after the completion of training and upon receipt of the training voucher with supporting training receipts.

An application form can be obtained from the SBCBW website [www.sbcbw.asn.au](http://www.sbcbw.asn.au) or email Katrina at [admin@sbcbw.asn.au](mailto:admin@sbcbw.asn.au)



## **Introduction to Facebook for Business Can you afford not to be Connected!**

- Facebook currently reaches 75% of Australians; the search box on Facebook is used more than Google's search field.
- 2 in 5 Australians now interact with businesses via social media.
- By 2015 it is predicted that Facebook will generate \$30 million in business income.
- It is no longer a tool used by teens to converse, it is not a powerful business tool with a massive reach—so are you connecting?
- Do you know what consumers are saying about your product and brand.
- Are you properly educated to get the best result?

### **Enrol in this introductory workshop and you will learn:**

- ⇒ Why Facebook can no longer be ignored in the Business Environment.
- ⇒ The platform, the history and where it is heading.
- ⇒ The difference between a Profile, a Group and a Page.
- ⇒ How to get started on Facebook.
- ⇒ The Importance of Facebook education.
- ⇒ Debunking the Media Myths.
- ⇒ Question & Answer Time.



Facilitated by Regional WA's No 1 Facebook for Business Educator—Cathie Denehy.

**Date:** Tuesday 18th October, 2011  
**Time:** 6:00pm—8:00 pm  
**Venue:** Chamber House, 15 Stirling Street  
**Investment:** \$55, includes Resource workbook & Supper

Limited spaces so hurry to book your place now:  
Contact Katrina on [admin@sbcbw.asn.au](mailto:admin@sbcbw.asn.au) or to register go to  
[www.sbcbw.asn.au](http://www.sbcbw.asn.au)

**NB:** A fee of 100% will be charged for non-attendance at the workshop. A cancellation fee of 80% will be incurred if less than 48 hours notice is given.

# Why **YOUR** Business needs to be on



- Facebook currently reaches 75% of Australians.
- The search box on Facebook is used more than Google's search field.
- 2 in 5 Australians now interact with businesses via social media.
- By 2015 it is predicted that Facebook will generate \$30 million in business income.
- Facebook is no longer a tool used by teens to converse, it is now a powerful business tool with a massive reach... so are you connecting?
- Do you know what consumers are saying about your product and brand?
- Are you properly educated to get the best result?

Enrol in this 6 hour interactive workshop and learn:

- Why Facebook is one of the best tools for marketing your business in this new mobile marketing economy and how you should be using it.
- How to have your Profile correctly set up to conduct Business.
- How to set up security, friends lists, notifications and the importance of branding your Profile.
- Groups and how they can be used to target specific clients and protect your personal privacy.
- How to set up your Business page to create instant engagement, the importance of knowing your Niche.
- How to Build business and brand awareness.
- How to post correctly and how often to post.
- Welcome tabs and other great Apps.
- Tools for automated posting...and so much more!

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*If I had to leave after one hour, I would have got my dollars worth. Cathie certainly knows her stuff. I was fortunate enough to attend one of Cathie's workshops in Albany, and would recommend it to anyone who is serious about gaining knowledge about this social media tool.*

*If you don't attend, you'll be left behind!*  
Sharon Lomax

Facilitated By:



Regional WA's No 1 Facebook for Business Educator—Cathie Denehy.

**Date:** Wednesday 19th October, 2011  
**Time:** 9:30pm—4:00pm  
**Venue:** Chamber House, 15 Stirling Street  
**Investment\*:** \$330, includes: Resource workbook  
morning tea|lunch|afternoon tea

\*You may be eligible for a \$200 training Voucher

**ENROL TODAY! Limited to only 15 People.**



Contact Katrina on [admin@sbcbw.asn.au](mailto:admin@sbcbw.asn.au) or to register go to [sbcbw.asn.au](http://sbcbw.asn.au)

**NB: This is an interactive fully educational workshop. Your own laptop is required.**

NB: A fee of 100% will be charged for non-attendance at the workshop. A cancellation fee of 80% will be incurred if less than 48 hours notice is given.