



# PERFORMANCE GROUP

## MONTHLY

FROM **RESURG** GROUP

APRIL 2010

### THE RULES OF CUSTOMER SERVICE

In his keynote address at the recent Franchise Council of Australia NSW conference, leading financial expert Tony Crossley highlighted the importance of how businesses present themselves to their customers – he called them the Rules of Customers Service. Below is a brief summary of some of the key points to get you thinking about how your business should communicate what service it provides to its customers.

- **Needs & Wants**

Always communicate in terms of your customers needs and wants and how the service you provide will meet them. This is a lot more engaging for a potential customer than simply hearing about the range of products you have to offer.

- **Keep it Simple - not Complicated**

When communicating with customers always err on the side of the simple. If you think the message may be too complicated to you then it definitely is. People aren't going to take the time to try and interpret complicated offerings, they will just go elsewhere.

- **What should they do business with you and not someone else?**

Your message must contain a unique selling point that helps customers convince themselves that you have got something to offer that others simply don't. Every person in your business needs to believe in this and be able to communicate it at the drop of a hat.

- **Sell a service not a product**

Research shows that customers respond far more favourably to a business that is presented as a service as opposed to a

product seller. For example a travel agency is a travel specialist who works with you to plan and execute a safe and enjoyable holiday, not simply somewhere to buy plane tickets and book hotels. Selling it as a service adds value to what you are doing in the eyes of the customer.

- **Collaborative citizens**

If your business has a gap in it's service consider plugging this gap by collaborating with another service provider. In the eyes of the customer this is far more useful than simply leaving a gap.

- **Dialogue**

To keep your business in the customers mind you must maintain dialogue with them on an ongoing basis. If you're not in a relationship with you customers they are 'single' and may get picked up by someone else!

- **One Click Away**

It's an obvious one, but more and more of us are using Google to not only find and contact businesses but to chose which business to use. Every business in Australia should have an effective website that is google friendly.

**Final Thought:** Effectively communicating the service you provide can add significant value to your business; therefore improving your chances of winning new business, keeping existing customers and charging more for your service.

#### BUSINESS BOOK OF THE MONTH

The Complete Idiot's Guide to Growing Your Business with Google

Resurg Rating: ★★★★★☆ Author: Dave Taylor

There are a wide range of books available on the effective utilisation of Google to market your business. It wasn't just the title that attracted me to this particular book, but also the fact that it is aimed specifically at entrepreneurs and small business owners. This is an ideal book for anyone who, like me, is not an expert in computers and wants to understand how search engines, web sites, ad services, and web logs can all work together to build their business. It also offers practical, hands-on tips, tricks, and planning tools to help readers create and execute a plan that utilises the Internet to its fullest.



60 SECONDS WITH...

**MARK FAHEY,**  
Performance Group  
Facilitator from  
**RESURG GROUP**



**Favourite Destination:**  
Italy.

**Favourite Food:**  
Steak.

**Someone I admire:**  
Roger Corbett – ex CEO of Woolworths. I respect the way his determination & work ethic led him from sweeping up out the back to heading the company.

**Favourite Movie:**  
The Castle.

**Something I want to see:**  
New York.

**How do you motivate your staff?**

- I like to empower them to make decisions and come with ideas to improve the business.
- Try and make the workplace comfortable and a place they want to be.

**What tools do you use for your time management?**  
Old fashioned diary!

**As a PG member for six years who has now become a facilitator what do you see as the benefits of joining a Performance Group?**

- Networking
- Exchanging Ideas
- The financials allow you to gain an insight into each person's business that you would never get otherwise. It helps you to learn from their strengths and offer solutions to solve their weaknesses.

## FACEBOOK LAUNCHES NEW TOOLS FOR BUSINESS

Facebook, aware of its growing importance to business, has revealed a group of new tools designed for businesses to better integrate their websites with the giant social network, saying it will completely change how users browse the web. It comes as new research data reveals the site is becoming stronger by the day, with nearly 484 million unique visitors during March 2010 – an increase of 64% from the same point in 2009.



The first announcement was for Social Plugins, which will enable business owners to add a Facebook-like interaction tool to their website..Adding a "like" button onto a website would enable business owners to determine what users approve and disapprove of on their own site. Other plugin tools include an activity box, which Facebook users can use to monitor their friends' recent activities and receive recommendations for content. Facebook director of platform product Bret Taylor said adding these plugins would make a

site much more powerful than it would be otherwise, attracting more browsers.

Arguably the most important of the new tools is a major update will allow Facebook users to add data from external web pages to their profiles. Essentially, what this means is that Facebook is extending its reach outside of their own website. For example if a user goes to film-industry encyclopaedia site IMDB and hits the "like" button next to a favourite film, that data will be added to the user's profile automatically and will be shown to that user's friends.

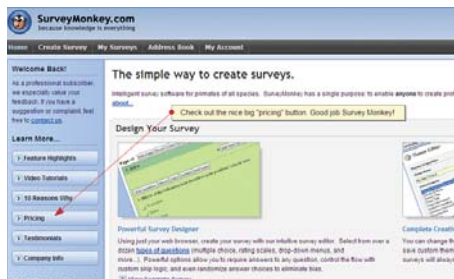
"This is a really significant step for Facebook. For years we've been saying that FB is an open platform, but now for the first time, the likes and interests of my Facebook profile link to places that are not Facebook.com... My identity is not just defined by things on Facebook, it's defined by things all over the web." Zuckerberg said.

Source – Smart Company

## GET THAT MONKEY OFF YOUR BACK

Is there something you've been dying to tell us about your Performance Group but forgot to write in your meeting evaluation form?

Don't worry, just visit [http://www.surveymonkey.com/Performance\\_Group\\_Survey](http://www.surveymonkey.com/Performance_Group_Survey) to complete a Performance Group satisfaction survey at any time via Survey Monkey. It has proved to be an invaluable method of collecting customer feedback, is easy to use and very cost effective.



Survey Monkey allows you to easily customise customer surveys and feedback reports.

## PERFORMANCE GROUP CALENDAR APRIL 2010

27th April, 11am	Travelscene American Express NSWVIC Conference Call	1800 857 029, 90673653#
28th & 29th April	Combined Rural Traders VIC 1	Creswick, VIC
28th & 29th April	BIG4 Group 2	Port Fairy, VIC
29th & 30th April	Travelscene American Express SAWA	Adelaide, SA
3rd & 4th May	Travelscene American Express VIC1	Melbourne, VIC
3rd & 4th May	Mitre 10 NSW2	Inverell, NSW
11th & 12th May	BIG4 Group 1	Narooma, NSW
12th May, 10am	Jetset Business Select Conference Call	1800 857 029, 90673653#
18th & 19th May	Harvey World Travel NSW1	Zetland, NSW
18th & 19th May	The Cheesecake Shop WA Pilot Meeting	WA
18th & 19th May	Combined Rural Traders NSW1 & 2	Wauchope, NSW
20th & 21st May	BIG4 Group 3	Nambucca Heads, NSW

## NEW PERFORMANCE GROUPS



Congratulations to BIG4 who will be holding the first meeting of their third Performance Group in May. Their first meeting will be hosted by BIG4 Nambucca Beach Holiday Park. Park owner Steve Watson is in the unusual situation of being both a BIG4 franchisee and also a BIG4 State Manager. 'I will definitely be attending this meeting wearing my park owner's hat!' said Steve.



A jumping pillow and beachfront location make BIG4 Nambucca Beach a popular destination for families.



## NEW PG MEMBERS

Congratulations to the following businesses who recently joined a Performance Group:

Michael & Paula Dudley –  
BIG4 Lake Macquarie  
Jennifer York –  
BIG4 Forbes Holiday Park

Do you know someone who would benefit from being in a Performance Group? Email their details to [performancegroups@resurg.com.au](mailto:performancegroups@resurg.com.au), if they join a group you will receive a cheque for 10% of your annual Performance Group fees.