



PERFORMANCE GROUP

MONTHLY

FROM **RESURG** GROUP

DECEMBER 2010

WELCOMING NEW CUSTOMERS

Have you ever been the new person somewhere? Perhaps you can remember your first day at school? How about your first day in a job? Have you ever entered a new business as a new customer, not been able to find what you're after left the premises without making a purchase, or even asking a question?

When we are new to something humans tend to be relatively unconfident and timid. This is a basic instinct as we do not feel safe in new environments. The typical new customer is likely to be apprehensive, likely to spend less than average, easily confused by unclear procedures and will form a lasting impression of your business in the first few seconds of interacting with you.

In a recent Performance Group meeting, when asked about the poor signage to and around his store an owner responded, 'all our customers know where we are and how to get around the shop.' The implication is that he is not expecting any new customers. This is surely not a very sound strategy for the future of this business. However specialised or 'local' your business is, every business needs a flow of new customers to replace those that leave and to provide growth.

To help you build sales by attracting new customers spend ten minutes critiquing your business as a potential new customer who knows little about your organisation and what you do. How friendly is your organisation to the new customer?

Here are some points to check your new customer friendliness:

- **Website:** Before entering your business potential customers may want to do some research. Do you have a website; is it up to date, informative and easy to use?
- **External Signage:** However well your existing customers can find that tricky back entrance to the car park, missing your entry point can be enough to lose you potentially profitable customers for ever. Do your best to make sure they can find you and can't miss the entrance. Once they have entered the car park it should be

obvious where they can park and how to enter your business from the car park.

- When a potential new customer enters your business they will form a first impression. This is where every dollar you spend on repairs and maintenance, cleaning, merchandising and store design will pay for themselves. Research shows that customers are more likely to spend more money in an environment that is aesthetically pleasing.
- **In-store signage:** Many of your new visitors will be coming into your business for a particular reason. It is critical that you make it as easy as possible for them to achieve the purpose of their visit. Clear directional signage is a good start. It is also vital that they can easily ask a staff member a question without having to wait too long.
- **Build procedures around new customers:** It is critical that you make procedures in your business extremely obvious for new visitors. Order Here, Collect Here, Please Wait to be Seated are all common signs that help a new customer feel more confident that they are doing the right thing. It's even better to have a friendly staff member on hand to take them through the way your business works. You might notice that some businesses actually start by asking 'have you been here before,' this allows them to explain the way things work, and their unique selling proposition to new customers.

- **Be efficient:** Nothing puts customers off quicker than a long wait. The test of a good team is how well they react to busy periods and their ability to take the business and not lose customers who are impatient and will not wait until you are ready to serve them. The worst thing that can happen is that a new customer enters your business, can't easily find what they're after, the staff seem busy or unfriendly and they don't want to impose so they leave, never to return.

Final Thought: Every customer is a new customer once.

60 SECONDS WITH... MEREDITH WHARTON, GENERAL MANAGER OF RETAILER EDGE



Meredith Wharton is the General Manager for Retailer Edge and represents Resurg in the United States. Resurg are partnering with Retailer Edge to deliver the Performance Group program across the United States. Meredith's role is to both educate small business owners on the benefits of the program, and coordinate the operations.

Favourite Destination: Maui, Hawaii.

Favourite Food: Spicy Mexican.

Someone I admire: Lance Armstrong.

Favourite Movie: Dead Poets Society.

Something I want to see:

A NASA space shuttle launch. My husband and I tried to catch the second to last launch in October but they scrubbed the lift-off. There are only two more chances and it takes off on the other side of the USA.

What are your 5 tips for motivating staff?

1. Keep a positive attitude yourself
2. Keep staff "in the know"
3. Recognize staff achievement daily
4. Set clear objectives and communicate them often
5. Promote risk-taking and fun.

What tools do you use for your time management? I use David Allen's Getting Things Done principles. This is a great book on the art of stress-free Productivity (Amazon ISBN 0-670-89924)

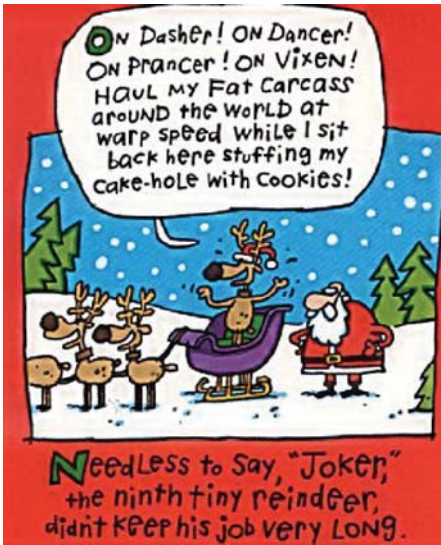
What do you see as the benefits of being in a Performance Group?

Performance groups are the best way to have measurable data on where you stand as a business. Without real numbers from your business and realistic data from like businesses, you can only guess as to where it is best to use your resources. Large businesses have the benefit of all sorts of metrics. When I worked for Intel, benchmarking data was readily available. This is because big corporations "get it." There is no reason smaller businesses can't benefit from what corporations have used for years to ensure the best use of their resources.

The team at Resurg would like to wish all Performance Group members a merry, safe and profitable Christmas!



Please note that the Resurg office will be closed from Friday December 24th and will re-open on Tuesday January 4th. If you have an urgent query during this time please do not hesitate to contact Performance Group Manager Chris Young on 0403 091 875.



RESURG HAS MOVED!

We have now moved and are in our new Rosebery office. Our new contact details are;
Phone: 02 9697 2239
Fax: 02 9697 3805
Address: 18/6-8 Crewe Pl, Rosebery NSW 2018
Postal Address: (same as previous PO Box)
PO Box 196, Alexandria NSW 2015
Toll free: 1300 132 138 (same as before)

PERFORMANCE GROUP CALENDAR JAN/FEB 2011

11th & 12th Jan	Harvey World Travel Company Owned	North Sydney
18th Jan, 11am	IGA Volcanic Vendors Conference Call	1800 857 029, 78244001#
18th Jan, 11am	IGA NSW Conference call	1800 857 029, 90673653#
19th Jan, 10am	Harvey World Travel Queensland Conference Call	1800 857 029, 90673653#
20th Jan, 11am	Jetset Business Select Conference Call	1800 857 029, 90673653#
25th Jan, 11am	Think Water Conference Call	1800 857 029, 90673653#
2nd Feb, 11am	HBT NSW Conference Call	1800 857 029, 90673653#
3rd Feb, 10am	Mitre 10 NSW2 Conference Call	1800 857 029, 90673653#
3rd Feb, 12noon	Best Practice Group Conference Call	1800 857 029, 78244001#
8th & 9th Feb	Jetset Group2	Rosebery
8th Feb, 11am	PGA Conference Call	1800 857 029, 90673653#
9th Feb, 11am	BIG4 G1 Conference Call	1800 857 029, 90673653#

RESURG YOUR TEAM FOR FREE!

Resurg are pleased to announce that we will be running our Keys to Financial Management Training around Australia in February and March 2011. The even better news is that this training is being offered to business owners and managers through the Governments Enterprise Connect Initiative free of charge.

The one day course will develop the participant's ability to interpret business performance from the financial statements such as p&l's, cash flow statements and balance sheets. The workshop also focuses on the importance of working on the business as well as in it. The workshop is suitable for business owners and managers from any industry and would also be appropriate for head office management and field teams.

Details on how to register will follow in early January. However if you would like to reserve your place now please email training@resurg.com.au.

Dates and venues for the training will be:

Melbourne – Tuesday, February 8th
Hobart – Wednesday, February 9th
Brisbane – Tuesday, February 15th
Sydney – Wednesday, February 16th
Perth – Tuesday, February 22nd
Adelaide – Thursday February 24th
Darwin – Wednesday March 2nd

Please note that places are limited and these workshops will be open to the general public. If you are keen to send along one of your team please contact training@resurg.com.au.

NEW PERFORMANCE GROUPS IGA WA

How the locals like it.

Congratulations to IGA in Western Australia who held their first Performance Group meeting at the Joondalup Resort north west of Perth earlier this month. Attendees were:

Bob Cybula	IGA Denmark
Vince Belladonna	IGA Wembley
Mario Cvetkovski	IGA Landsdale & Darch
Damien Mostratos	IGA Belmont Village
Robin Plant	IGA Belmont Village
Drew Randall	IGA Cottesloe
Phil Buzzard	IGA Cottesloe
Megan Bateman	IGA York
Glen Scott	IGA York

Thanks to Max Turner of IGA distribution who was instrumental in putting this group together.



Above: Darch IGA is part of a brand new shopping centre in an area of Perth undergoing strong growth.

Below: The immaculate deli scored well in the store critique.



Below: Performance Group members Bob and Mario critique the fresh produce as part of the store critique.

