



# PERFORMANCE GROUP MONTHLY

FROM RESURG GROUP

APRIL 2009

## NETWORKING TIPS

Many of us wouldn't like to think of ourselves as 'networkers' but almost all business owners are. Whether your business is hardware, travel, rural trading or leisure your success relies on reaching as many potential customers as possible and letting them know who you are and what you do.

Business networking can be defined as the process of establishing a mutually beneficial relationship with other business people and potential clients and/or customers. It can take the form of anything from a phone call to a Performance Group meeting to a coffee.

The purpose of business networking is to increase business revenue - one way or another. It may be that it leads you to gain a new client or that you learn a new business skill, either way it involves others and helps to improve your business.

Here are some tips for better business networking:

- Create and maintain a database (contact details, special interests, major achievements)
- Build a positive profile in your community - call people by name, wear a name badge, sponsor on a local basis. Attend 1 or 2 networking functions regularly and become known as the key person locally in your industry.



- Everyone should have a rehearsed 60 second pitch for that moment you get asked what do you do. This will allow you to easily and quickly articulate what your business offers, and the benefits it may have for the person you're speaking to.
- Try to avoid gravitating towards those you know at events. Make the effort to get to know others who you haven't met before. Likewise, try not to get stuck talking to the same person for the entire evening.
- Always carry a business card and keep all cards you receive in a business card book. Business networking relies heavily on being able to contact people, or be contacted when an opportunity arises. Business cards provide information to facilitate this communication.
- Another great way to keep track of contacts are online networking tools such as linkedIn.
- Remember just because you can't sell directly to the person in front of you, every business person will have their own network of trusted business associates, and there is nothing more powerful than a personal recommendation from a friend.

Final Thought: If someone is kind enough to refer a potential client to you, thank them and let them know the result of the referral.

## BUSINESS BOOK OF THE MONTH

How to Master Networking

Resurg Rating: ★★★★★☆ Author: Robyn Henderson

Australian author Robyn Henderson provides readers with a networking survival guide. It provides a step-by-step plan to take the confusion out of attending networking events, exchanging business cards, keeping in touch without being pushy and building successful business and career networks. The book is a great introduction to networking and is particularly relevant for anyone who is not confident with the thought of making conversion with total strangers, let alone selling them your products or services.



## 60 SECONDS WITH...

**BILL MUNT,**  
from  
**TRAVELCALL**



### Favourite Destination:

Oak Beach, Far North Queensland

### Favourite Food:

Spicy Thai

### Someone I admire:

My wife

### Favourite Movie:

Indochine

### Something I want to see:

Airlines treating travel agents as partners (like they used to do)

### How do you motivate your staff?

- Keep positive and enthusiastic – it rubs off on people
- Keep a deep passion for the business, clients, service, quality, customers and making sales
- Have empathy with the staff
- Celebrate Achievement
- It's about "The Team" (not individuals)

### Do you run a staff incentive scheme?

No formal bonus scheme, however we review the business annually and provide recognition for outstanding contributions

### What tools do you use for your time management?

Microsoft Outlook Calendar and Tasks – synchronised between laptop and PDA

### How long have you been in a Performance Group?

5 years

### How do you benefit from being in a Performance group?

Benchmarking against like businesses is very valuable and we have made changes to improve our business as a result. Networking with like-minded people is very beneficial (and personally rewarding)

## FRESH IDEAS AT WORK – GOVERNMENT GRANTS

### What is this program all about?

The Fresh Ideas for Work and Family grants program was announced in February 2009 by the Federal Government, and its aim is to assist small businesses of 15 or less employees to implement family-friendly work arrangements. There is evidence to suggest that businesses will benefit overall if their employees are able to balance their work and family obligations.

If you or your employees have ideas on how to make your workplace more family-friendly, then this funding may help you.



### Why is it being offered?

Successful Applicants will receive between \$5,000 and \$15,000 to assist with the implementation of proposed ideas.

What does a small business need to do?

Begin by considering ways to make your workplace more Family Friendly, then complete an Application Form.

### What are some examples?

- Each business will be different, so it is important that your application

demonstrates an idea which is tailored to your situation. Here are some examples of family friendly work arrangements:

- Establishing rosters which provide some variation according to whether it is a school term or the school holidays.
- Establishing flexibility around start/finish times (whilst maintaining a "core" workday of 10am to 3pm for instance).
- Establishing job-sharing or part-time working arrangements.

Some interesting notes:

- Funding can also be made available to modify or extend an existing Family Friendly workplace arrangement.
- The DEEWR website states that, in addition to the essential selection criteria being satisfied, the Government is keen to ensure Funding is provided to a wide variety of locations across Australia, not just capital cities.



Don't forget to check out this month's article from Resurg Benchmarking Manager, Paul Wilson on Changes to the Self Managed Super Funds Laws.

To read it simply visit [www.resurg.com.au/pg\\_monthly.html](http://www.resurg.com.au/pg_monthly.html).

### PERFORMANCE GROUP CALENDAR APRIL/MAY 2009

21st & 22nd April	Travelscene American Express QLD	Brisbane, QLD
23rd & 24th April	Combined Rural Traders VIC1	Hamilton, VIC
24th April, 11am	Travelscene American Express VIC1	1800 857 029,
	Conference Call	90673653#
28th & 29th April	Mitre 10 VICTAS1	Bankstown, NSW
28th & 29th April	Harvey World Travel New Zealand	Auckland, NZ
5th & 6th May	Harvey world Travel QLD	Brisbane, QLD
7th May, 11am	Travelscene American Express NSW1/VIC2	1800 857 029,
	Conference Call	90673653#
11th May, 11am	Harvey World Travel VIC2 Conference Call	1800 857 029,
		90673653#
12th & 13th May	BIG4 Group2	Inverloch, VIC
18th & 19th May	Combined Rural Traders NSW2	Taree, NSW
19th & 20th May	BIG4 Group1	Emerald Beach, NSW
21st & 22nd May	Harvey World Travel NSW 1	Resurg, Sydney

## NEW PERFORMANCE GROUP MEMBERS

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

Kim Owen – HWT Emu Plains  
Ernie Andres – Colac Mitre 10  
Bernie Freyling – HWT Toowoomba  
Pat O'Donnell – HWT Devonport  
John Willcox – Tamworth Co-Op  
Geoff Doyle – HWT Sunnybank Hills

Thank you to following Performance Group members who successfully referred new members. They will now each receive a cheque for 10% of their annual Performance Group fees.

Cathy – HWT Kingston  
Paul – HWT Caloundra

## LOOKING TO CUT FINANCING COSTS- GIVE US A TRY!



In the current economy we have all heard stories relating to the banks reluctance to lend to all but the strongest of loan applications. It is thus very important to be aware of the many changes which have been observed in the finance market over the past 12 months Resurg Capital Finance is able to increase your chances of success because we have a current knowledge of both your industry and also the various industry and credit policies of the banks. We have direct relationships with all the major banks and in many cases are able to negotiate preferential terms and service levels. If you need finance, would like a review your current arrangements or would simply like to discuss options which may be available please feel free to give us a call. For more information please contact Brett Paull on 1300 737 109.

*'I would like to pass on sincere thanks and praise to Resurg Capital Finance and to Brett for his assistance. I had cause to turnover my car in the last week at the end of a lease and was almost ready to just re-sign with the present company, when your words "give us a try" echoed in my mind.*

*Brett was so helpful, but far more than that you have just saved me \$2000 on the repayments for the term of my lease! It was a fantastic result in tough financial times, so I appreciate it most sincerely.*

*I am writing to "spread the word" so if I can also pass on the words of "give them a go", RCF gain the business and we as the customer most certainly gain the results. Thanks Resurg!'*

Debbie Wilkie, Director  
Harvey World Travel, Ferntree Gully