



OCTOBER 2008

JOB ADS - ARE YOURS WORKING?

As a small business owner, you probably don't have the budget to run large job vacancy advertisements. However there are some low-cost things you can do to make your ads more effective than those from competing small businesses.

The AIDA model used by marketing agencies has application to job ads. The acronym stands for Attention, Interest, Desire and Action but you can also think of it as a sequence aimed at catching the Eye, engaging the Mind, pulling on the Heart and finally getting them moving.

We have all seen uninspiring ads like this...

DELIVERY DRIVER

We have a vacancy for a delivery driver working runs up to 50km from our store. Immediate start. Award rates. Apply to Box 1234, Bizville.

In a weekend newspaper, these appear one after each other down the column and candidates see them all as virtually identical. They send identical applications in, hoping that one will get them an interview.

Somehow, you need to polish your ad so that it has appeal to the better candidates.

Attention: catch the Eye

Get the newspaper to apply a coloured border and make the heading blue. If your business is

well known, make use of your logo. These things will make your ad visually different from the others.

Interest: engage the Mind

DELIVERY DRIVER - ARE YOU THE BEST?

Those four extra words challenge the good drivers to say "Yes! I am the best!"

Desire: pull on the Heart

You need to make the benefits a little more attractive - perhaps something along these lines...

Award rates plus monthly rostered day off.

Award rates plus commission for each dropoff.

Action: get them moving right away

Try this...

Email today for an Information Pack.

Emailing is a lot easier for a candidate than writing an application. Your information pack can contain far more product and company detail than the small ad ever could, and reading it creates a level of anticipation in the minds of potential candidates.

Pull out your last ad and see if you can improve it for next time.

RESURG GROUP

60 SECONDS WITH...
JENNY WATSON from
RESURG GROUP



Favourite Destination: Rufino, Italy

Favourite Food: Vietnamese

Someone I admire:

Janet Holmes A Court - because she is an incredibly astute business woman and portrays elegance in a tough corporate environment.

Favourite Movie: Life is Beautiful

Something I want to see: Antarctica

How do you motivate your staff?

- Treat with respect
- Listen to their ideas
- Follow through on promises
- Lead from the front
- Be someone they admire

What tools do you use for your time management?

Default Diary
To Do List

How long have you been a Performance Group facilitator?

1 year

What do you like about facilitating a PG?

I enjoy acting as an independent advisor to the business owners where my only motivation is to see them do well. Watching the interaction between the groups and being instrumental in improving their businesses.

BUSINESS BOOK OF THE MONTH

Good to Great

Resurg Rating: ★★★★★ Author: Jim Collins

In conducting research for this book Jim Collins looked for businesses that performed at a consistently average level for 10 - 15 years before reaching a transition point where they moved away from their competition and performed at a level where they returned profits three times the level of their average competition. Collins then compared these companies to those that performed consistently but never made the leap from Good to Great and asked what were the differences. The result is one of the most respected books on business currently available on the market that is also surprisingly easy to read.



COST CUTTER – DIESEL GOES FURTHER

Motor vehicle expenses feature heavily on many Performance Group members' p&ls. If you are looking to buy or lease a replacement car have you considered buying a diesel model?



Despite the fact 60% of car sales in Europe are diesel vehicles the Australian market has been slow to catch on to the benefits. At the pump today you will pay approximately 8c more per litre of diesel compared to unleaded fuel. However diesel fuel will give you 30% better mileage than unleaded.

There are many misconceptions about diesel cars such as: too noisy, dirty emissions, slow and hard to start. While this was probably true twenty years ago modern turbo charged diesel engines are none of the above.

Below are the key performance indicators for a BMW 3 series 2.0 litre diesel v the exact same car with a 2.0 petrol engine.

Engine	2.0 Turbo Diesel	2.0i Petrol Engine
Acceleration (0 - 100 km/h)	8.2	9.8
Estimated Kms from full tank	1000	750
Power	125kw	115kw
Max torque	340 Nm	200 Nm
List Price	\$48,182	\$46,364

NEW PG MEMBERS

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

Kimberley Bentley - Harvey World Travel, Currabine

Julie Parker - Harvey World Travel, Palm Beach

Chris Hawker - Harvey World Travel, Forest Lake

John Paine - Danaher's Mitre 10

Sue Gorman - Travelscene Kempsey

Thank you to Barbara Newton - Harvey World Travel Labrador, who successfully referred a new Performance Group Member. Barbara will now receive a cheque for 10% of her annual Performance Group fees.

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

STAFF TIPS FROM US RETAILERS

On his recent study tour to the USA, Resurg consultant Michael Ayles met with a focus group of independent retail business owners who have successfully taken on bigger corporate competition. Here are some of the tips they had for him:

- If you can't get a person to smile in an interview they won't smile when they are hired.
- Use personality profiling to ensure existing staff are in the right roles.
- Use pictures of your staff in customer areas to encourage pride and ownership.
- Your success will depend on your staff's ability to turn people from ho-hum shoppers to advocates who will sell your business to others.
- Focus on introducing young customers (20 - 25) to what good service is all about.
- Business owners should dedicate time every day to speak with customers.
- Always use Bounce Back promotions which encourage customers who have purchased from you to return within a set period of time.
- When merchandising the exterior of your store, aim displays at car drivers where possible, keep it simple with large clear signage.

And one last tip that could only come from the USA...

- Use a YES program in store, if you can't say yes to a customer the reason must be recorded to the YES program board!



PERFORMANCE GROUP CALENDAR OCTOBER/NOVEMBER 2008

29th & 30th October	Mitre 10 QLD	Townsville, QLD
30th & 31st October	Harvey World Travel VIC2	Melbourne, VIC
6th & 7th November	Mitre 10 SAVIC	Belmont, NSW
7th November, 11am	Harvey World Travel NSW1 Conference Call	1800 857 029, 90673653#
10th & 11th November	Onesteel/Metaland	Berri, SA
10th & 11th November	Travelscene American Express VIC1	Melbourne, VIC
13th & 14th November	Best Practice Group	Sydney, NSW
18th & 19th November	BIG4 Group 1	Adelaide, SA
24th & 25th November	Combined Rural Traders NSW2	TBA
25th & 26th November	Travelscene American Express SAWA	Adelaide, SA
27th & 28th November	Travelscene American Express VIC2	Melbourne, VIC