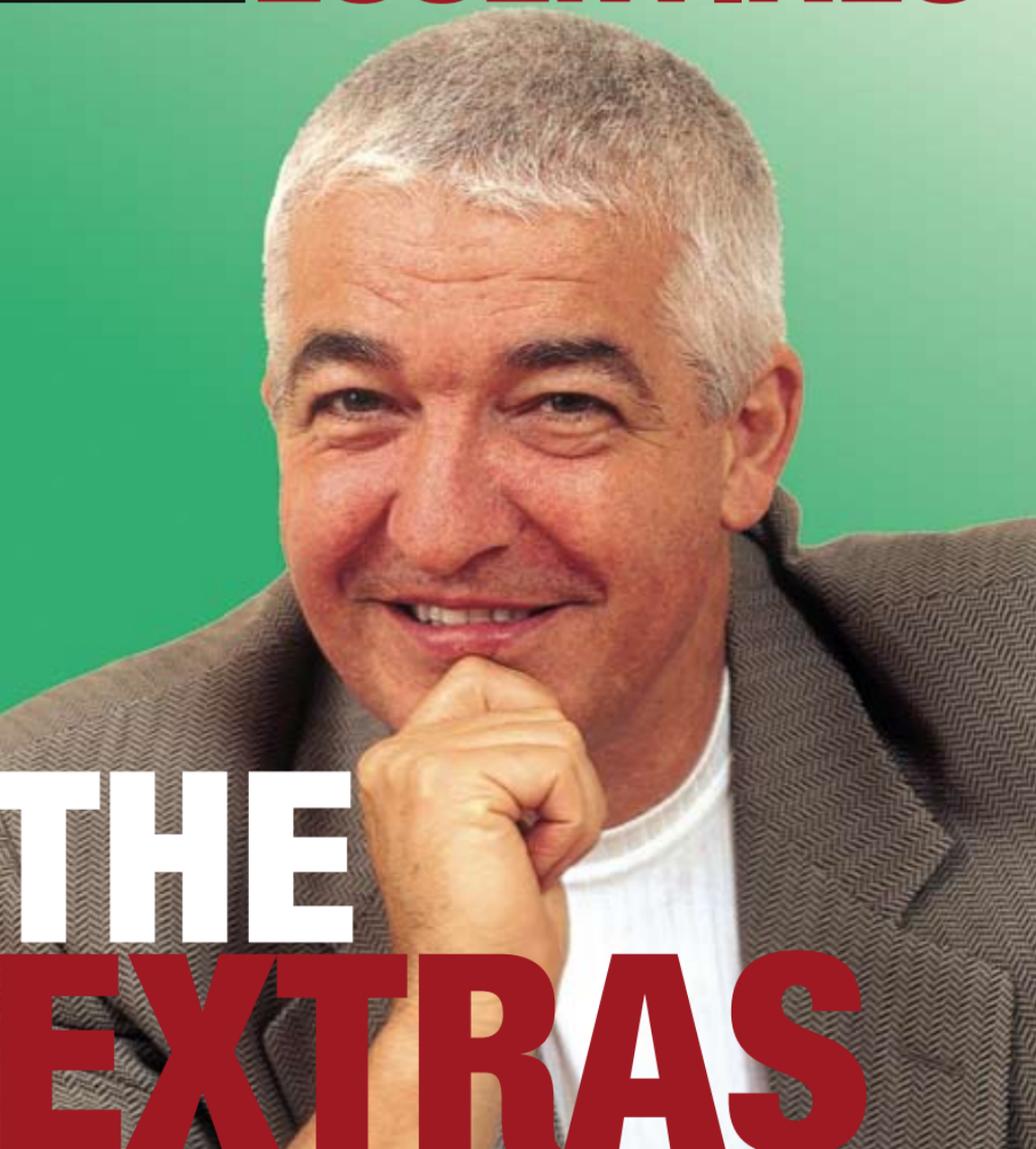


MONTHLY AUDIO PROGRAM

# **B** **BUSINESS** **ESSENTIALS**

APRIL 2007



# **THE** **EXTRAS**

# Introduction



Plenty of good news this month – even on tax.

Improvements to Capital Gains Tax concessions offer useful opportunities for small businesses. Michael Jones of Cummings Flavel McCormack explains.

Volatility in the sharemarket indicates many good buys, says Stockdoctor Tim Lincoln. He also points to stocks you might want to sell now or soon to make the most of your profits.

If you re-think the way you do things in running your business, chances are your bottom line will benefit, says Roger La Salle.

You can do really well in a very competitive market, such as selling beds, if you maintain your focus on the customer, says the long-standing head of Forty Winks, Roger Wilson.

You'll hear positives on business success from Tony Gattari of the Achievers Group, a bright economic outlook from Professor Neville Norman and several other pieces of valuable advice.

Plus, you'll receive some excellent pointers from Mr Body Language, Allan Pease, on how to get a "yes" more often – by getting people to feel good about you. He tells us how to shake hands, how to position our hands when we're involved in conversation, how to learn charisma and how to turn tricky situations to our advantage. I was in the audience when he addressed a recent AIM breakfast and enjoyed it all, just as I enjoyed my interview with him for this month's program.

He's also making a special offer to BE subscribers in this Extras booklet.

I'm sure you'll gain plenty from this month's program – as usual I hope!

Michael Schildberger  
Managing Director

**WEBSITE:** [www.be.com.au](http://www.be.com.au)

**CHIEF EDITOR:** John Hounslow

**PRODUCTION MANAGER:** Heather Dawson

**STUDIO MANAGER:** Peter Letts

**ADVERTISING/SPONSORSHIP:** Nick Schildberger [nschildberger@be.com.au](mailto:nschildberger@be.com.au)

**MANAGING DIRECTOR:** Michael Schildberger

**PUBLISHER:** Business Essentials Pty Ltd ABN: 98 006 144 449

405 Riversdale Road, Hawthorn East Vic 3123

Phone: (03) 9882 8333 Fax: (03) 9882 8017

© COPYRIGHT 2007. No reproduction of contents without written permission of the publisher.

Business Essentials and the BE logo are registered trademarks of Business Essentials Pty Ltd @ ABN: 98 006 144 449 Neither Business Essentials Pty Ltd nor Michael Schildberger, nor sponsors, nor advertisers of this magazine or CD accept any form of liability, be it contractual, tortious or otherwise, for the content of this magazine or CD or for any consequences arising from its use or any reliance placed upon it. The information, opinions and advice contained in this magazine and CD are of general nature only and may not relate to or be relevant to your particular circumstances. You should always take independent advice relating to your particular circumstances prior to making any decisions.

THIS MONTH'S

# ESSENTIALS

Track 2

## HOW TO GET A “YES” MORE OFTEN

Allan Pease, Mr Body Language

- When you shake hands, keep your hands straight, not facing down or up. Match the pressure with the pressure you receive
- Match the amount of eye contact you're given. Some people see too much eye contact as aggressive
- If you talk with the palm of your hands facing up, you'll be perceived as non-threatening
- Talking with your palm facing down makes you look aggressive
- Pointing your finger and “stabbing” is least desirable because people don't remember what you said and are more critical of you
- People want to be recognised and to feel important, so talk about the other person and their interests, family and pursuits.

Track 3

## ECONOMIC UPDATE

Professor Neville Norman, Melbourne University

- Business needs to be aware and suspicious of economic news and events.
- There are easy things you can do to record and monitor stats. (Official long series on the economy are available – free!)
- Exchange rates concern us all – not just those who trade/visit overseas

At home, the December quarter growth number has caused new debates

- 1% real growth in a quarter is just our normal potential.
- It should not start debate about higher interest rates. But it did!
- 4.1% does not need hammering.
- Anything less than this leaves productivity growth too low.
- More questions arise about USA; more joy about China.

Statistics Tips: Download from [abs.gov.au](http://abs.gov.au) and [rba.gov.au](http://rba.gov.au)

- Don't add new data – clip the entire series each time.
- Paste to your own XL. Get the “Details” from the ABS.
- FX stats are a good exercise. They concern us all!

**Quiz Question:** When did \$US/\$A last drop below 70c? Below 50c?

**Answer:** Over 70c since Aug. 2004. Dropped below 50c as recently as 2001.

THIS MONTH'S

# ESSENTIALS

## Track 4

### **STAYING AHEAD IN A COMPETITIVE MARKET**

Roger Wilson, Forty Winks

- Forty Winks comprises 92 franchises across Australia. The point of difference is attracting people with retail or wholesale experience in the industry and with great people skills
- It's not been easy to convert "old stagers" to a new image with a new logo and corporate identity
- Keeping "mature" franchise owners motivated is a big challenge
- The company hasn't been distracted by going overseas too early. It's an option for the future but staying local has helped build the name and the image
- Other franchise systems often forget that the store owner generates the cash
- People who push pens and open the store aren't good enough. We want those who are enthusiastic and want to grow their market share
- Attention to detail in retailing is all important.

## Track 5

### **THE PILLARS OF SUCCESS**

Tony Gattari, Achievers Group

- The business owner must be accountable, must take ownership and be responsible
- Some business owners go into blame, denial and excuses
- You need to invest in your own mind and as you improve, the business improves
- It's important to have good cashflow but equally important to stop cashflow leaks
- Think of your business as a car. It can't run at 200 kph on a four cylinder engine. The owner is the engine
- Business owners must replace themselves with good systems which make average people look great
- Consider the philosophy of a franchise business.

THIS MONTH'S

# ESSENTIALS



## Track 6

### HOW TO NEGOTIATE PROPERTY LEASES

Paul Brennan, Brennans Solicitors

- Property leases are one area where you should involve a lawyer
- Negotiate hard early – real estate agents will be more flexible than the lessor's lawyers
- Look carefully at rental terms – can you assign the lease? Can you sublet if you need to share the property? Check rent review agreement, personal guarantees, the deposit, who's responsible for repairs.
- Make sure the lease offer is in writing
- Read the lease yourself – carefully
- Send the insurance component to an insurance broker
- Check outgoings
- Check the use of the premises – make sure the activities you wish to pursue are covered in the lease.

## Track 7

### AVOIDING PARTNERSHIP PITFALLS

Alan Rodway, Business Coaching & Consulting

- Partnerships strike problems through lack of business expertise, poor decision-making and conflict
- When problems set in they can become unfixable and a large proportion of partnerships are dissolved
- Be very clear before you form a partnership about the required criteria - choose your partners based on the knowledge and skills required
- Without external help, it's almost impossible to fix the problems once they've set in
- To continue the business, the partners will need to change the way they do business
- Think and act like the business is the size of Westpac, with its board, formal decision making processes, governance and reporting systems, all designed to keep the business strong.

THIS MONTH'S

# ESSENTIALS

## Track 8

### **CGT CONCESSIONS: MORE GOOD NEWS**

Michael Jones, Cummings Flavel McCormack

- Fringe Benefits Tax and the new marginal tax rates – check that your benefits are not making you worse off
- Important changes to the small business CGT law for the sale of companies and unit trusts
- Improvements to the small business CGT rollover rules
- Automatic two year deferral on the sale of a business asset
- Improvements mean more businesses will use the rollover
- Broad range of possible replacement assets.

## Track 9

### **SHARMARKET UPDATE**

Tim Lincoln, Lincoln Stock Doctor

- The drop in share prices after the All Ordinaries Index passed 6,000 means more opportunities. Great companies are now much cheaper
- The sell-off was prompted by panic among inexperienced and ill-educated investors
- Global predictions and the state of the economy is likely to send the All Ordinaries to 6,500 - 7,000 by the end of 2007
- Fundamentals analysis will tell you which stocks to buy
- Stock Doctor has added many new companies to its “Star Stock” list
- Stock Doctor has also eliminated many companies from its “Star Stock” list because they're over-priced.

## Track 11

### **THINK AGAIN – AND PROFIT**

Roger La Salle, La Salle Matrix Thinking

- Innovation means change that adds value – you can change business processes to improve them
- Process innovation is about improving margins. It allows you to improve the bottom line without selling more
- It's about making the most of the best, at the least cost
- It's very simple and done properly, it's risk free
- You need to think about costs, cycle time and quality
- Process innovation is not a threat, it can make jobs better and more enjoyable
- It can lead to business growth
- Don't fiddle with your processes until you properly understand the implications.

# **i** FOR MORE INFORMATION

about the topics discussed on this April 2007 program, please contact the relevant organisations as listed below.

## **HOW TO GET A "YES" MORE OFTEN**

Allan Pease, Mr Body Language  
W: [www.peaseinternational.com](http://www.peaseinternational.com)

## **ECONOMIC UPDATE**

Prof Neville Norman, Melbourne University  
E: [n.norman@unimelb.edu.au](mailto:n.norman@unimelb.edu.au)

## **STAYING AHEAD IN A COMPETITIVE MARKET**

Roger Wilson, Forty Winks  
T: 03 9558 0044  
E: [admin@fortywinks.com.au](mailto:admin@fortywinks.com.au)  
W: [www.fortywinks.com.au](http://www.fortywinks.com.au)

## **THE PILLARS OF SUCCESS**

Tony Gattari, Achievers Group  
T: 02 9440 7373  
W: [www.achieversgroup.com.au](http://www.achieversgroup.com.au)  
E: [shaun@achieversgroup.com.au](mailto:shaun@achieversgroup.com.au)  
Please contact Achievers Group direct for more details or to book the one-day Sales Mastery Academy in Sydney, 14 July 2007.  
Normal price \$295. Special price to BE subscribers: \$195

## **HOW TO NEGOTIATE PROPERTY LEASES**

Paul Brennan, Brennans Solicitors  
T: 07 5444 2166  
E: [paul.brennan@brennanlaw.com.au](mailto:paul.brennan@brennanlaw.com.au)  
W: [www.brennanlaw.com.au](http://www.brennanlaw.com.au)

## **AVOIDING PARTNERSHIP PITFALLS**

Alan Rodway, Business Coaching & Consulting  
T: 03 9726 8556  
E: [alanro@iprimus.com.au](mailto:alanro@iprimus.com.au)  
W: [www.ozbusinesscoaching.com](http://www.ozbusinesscoaching.com)

## **CGT CONCESSIONS: MORE GOOD NEWS**

Michael Jones, Cummings Flavel McCormack  
T: 03 9252 0800  
E: [enquiries@cfmc.com.au](mailto:enquiries@cfmc.com.au)  
W: [www.cfmc.com.au](http://www.cfmc.com.au)

## **HANDLING A VOLATILE SHAREMARKET**

Tim Lincoln, Lincoln Stock Doctor  
W: [www.lincolindicators.com.au](http://www.lincolindicators.com.au)  
Please contact Lincoln directly for details about its Stock Doctor fundamental analysis software or Managed Fund services on 1300 676 332 or 03 9854 9444

## **MS MEGABYTE'S COMPUTER TIPS**

[www.getmega.com](http://www.getmega.com)

## **THINK AGAIN – AND PROFIT**

Roger La Salle, La Salle Matrix Thinking  
T: 0418 370 828  
E: [rlasalle@bigpond.net.au](mailto:rlasalle@bigpond.net.au)  
W: [www.matrixthinking.com](http://www.matrixthinking.com)

Are You A Subscriber Yet?  
**SUBSCRIBE NOW**  
And Get  
**ONE MONTH FREE**

## ORDER FORM

**YES!** I would like to subscribe to Business Essentials® Monthly Audio Program on CD for \$341 and receive 13 months for the price of 12! (price includes GST & p/h)

### Your Details

Dr / Mr / Mrs / Ms Full Name: \_\_\_\_\_

Company: \_\_\_\_\_

Position: \_\_\_\_\_ Industry: \_\_\_\_\_

Address: \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ P/ Code: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

### Payment Options

Cheque: Please find enclosed my cheque made payable to  
Business Essentials Pty Ltd ABN 98 006 144 449 for \$ \_\_\_\_\_

Credit Card: (please circle) VISA MASTERCARD BANKCARD

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_ / \_\_\_\_\_

Signature: \_\_\_\_\_

### Returning This Form

FreeFax: 1800 656 351

Mail: Business Essentials

405 Riversdale Road

FreeCall: 1800 039 098

HAWTHORN EAST VIC 3123

**Privacy:** Personal information collected by Business Essentials Pty Ltd is for the purpose of delivering products/services you request and is protected by the Privacy Act 1988. Personal information may be disclosed to third parties to whom we outsource certain functions but confidentiality agreements apply. You may access and change your personal details by contacting Business Essentials P/L on (03) 9882 8333.



# Help Spread the **BE** word

**You Could Share in \$10,000  
worth of prizes from  
Honda Power Equipment**

**HONDA**  
The Power of Dreams

Often our subscribers ask us if we can provide free samples of our CDs for them to pass on to others – so, as we have done in the past, we're making this possible.

Because there is an obvious benefit to us in having you spread the BE message we will say thank you by entering you in a draw to win a piece of Honda Power Equipment.

- **The first prize in April 2007 is a blower valued at \$529.**
- **The second prize is a brushcutter valued at \$399.**
- **Entries close and prizes drawn on the 15th April 2007.**

*(Prizes are interchangeable for Honda Power Equipment to the same or lesser value but not redeemable for cash.)*

If you provide us with the names and contact details of your colleagues, friends or loyal customers who could benefit from BE, and inform them that you have done so, we'll send them a complimentary BE CD on your behalf as a gift.

Simply provide us with their details at [www.be.com.au/honda](http://www.be.com.au/honda) and we'll look after the rest. You'll also find more detailed information about this promotion at this website.

If you have any questions or would like to discuss this offer please don't hesitate to Freecall Business Essentials on 1800 039 098.

We're sure your colleagues and customers will find as much benefit in BE as you do - and good luck if you enter the draw!



# New marketing courses are now available

For a full listing visit [aimvic.com.au/coursedirectory](http://aimvic.com.au/coursedirectory)

**AIM**

AUSTRALIAN  
INSTITUTE OF  
MANAGEMENT

no limits

# What's on at AIM

“The mediocre learn what to think. The exceptional learn how.”

## Creativity for simplification and value creation A half-day seminar with Dr. Edward De Bono

Creativity is not just the source of great works of art and epic novels; it's also a fundamental business tool that can produce measurable results for your organisation. And it's not just something you're born with either. Like any other skill, creative thinking can be learnt, and Dr. Edward de Bono is the world's foremost authority in teaching it.

His methods, including “Lateral Thinking” and “The Six Hats”, are widely used around the world, from adding value to top economic meetings in Washington to defusing tribal tensions in the highlands of Papua New Guinea.

In addition to their obvious uses in designing new products and services, Dr. de Bono's creative tools can also be used to simplify

procedures in organisations, saving time, money and stress.

This holds true for public service organisations as well as commercial ones.

This seminar is designed to help you think elegantly and simply towards a better future; for yourself, for your organisation, and for your clients, customers and/or students.

Not only will you become more creative and innovative, you will come to appreciate the critical relationship between creative thinking and simplicity.

During the seminar you will be stimulated, provoked, challenged and tested.

Most importantly of all, by the end of the day you will view your world quite differently.

### **SYDNEY**

Date: Wednesday 2 May 2007

Venue: Grand Ballroom, Four Seasons Hotel

### **CANBERRA**

Date: Friday 4 May 2007

Venue: Federation Ballroom, The Hyatt Hotel

### **MELBOURNE**

Date: Tuesday 8 May 2007

Venue: Melbourne Exhibition Centre

For bookings and a complete listing of AIM events visit [aim.com.au](http://aim.com.au)

## business strategy

strategy  
marketing  
growth  
people  
finance  
technology  
legal

## franchising

strategy  
marketing  
franchising  
people  
finance  
growth  
technology  
legal

## international

strategy  
marketing  
international  
people  
finance  
technology  
legal



*If you are contemplating an opportunity or problem, why not call us.*

### **DC Strategy (Head Office)**

RACV Tower, 485 Bourke Street  
Melbourne, Victoria  
Australia, 3000

[growth@dcstrategy.com](mailto:growth@dcstrategy.com)  
[www.dcstrategy.com](http://www.dcstrategy.com)

### **Australia**

Brisbane +61 (0)7 3015 7600  
Canberra +61 (0)2 8220 8700  
Melbourne +61 (0)3 8102 9200  
Sydney +61 (0)2 8220 8700  
Perth +61 (0)8 9426 3477





## Accountants That Help You See Further

**Cummings Flavel McCormack are accountants that provide specialist business advice to business owners.**

By becoming your business partner, we assist you, the business owner, to 'see further'.

You will receive advice that increases profits, and helps achieve your financial and personal goals.

### **Services include:**

- Business advice using a sophisticated range of services
- Expert, commercial taxation advice
- Audit services
- Tax return and BAS preparation
- Preparation of financial statements
- Strategies to increase profits

For more information contact Neil Flavel on: 03 9252 0800 or email: [nflavel@cfmc.com.au](mailto:nflavel@cfmc.com.au)

**see further**

The Small Business CGT concessions provide an opportunity to sell your business assets tax free. Are you eligible?

## CFMC KEY TAX DATES FOR APRIL AND MAY 2007

**21 April**      **March 2007 monthly activity statements:**  
final date for lodgment and payment.

**21 May**      Due date for lodgment of **2007 FBT Return**  
and payment.

**April 2007 monthly activity statements:**  
final date for lodgment and payment.

**28 May**      Due date for lodgment of quarterly **Superannuation  
Guarantee Charge Statement** and payment  
of quarter 3 (1 January - 31 March 2007)  
superannuation guarantee charge.

### FREE SUBSCRIPTION TO VIEWPOINT NEWSLETTER

To keep up-to-date with business issues and advice, subscribe to our newsletter, **Viewpoint**. Just submit your email details to **mjones@cfmc.com.au** and we'll send it to you.

#### Office Details

Level 15, 390 St Kilda Road  
Melbourne VIC 3004

**T:** 61 3 9252 0800

**F:** 61 3 9252 0801

**E:** enquiries@cfmc.com.au

**E:** careers@cfmc.com.au

**www.cfmc.com.au**



## SALES MASTERY PROGRAM

**Achievers Group has put together an all-day program which will give you practical sales tips and techniques, that get you immediate results.**

### LEARN THE SECRETS FROM A SALES GURU

In this workshop you will take away the following strategies:

- Master the 6 steps of the Achievers Group 'Sales Cycle'
- 21 strategies on how to get immediate sales results
- Learn powerful psychological profiling techniques that allow you to sell to any personality type
- Transform from being a salesperson to being a problem solver, through the art of communication and getting others to see your point of view
- The 101 sales tips that will give you an advantage over your competition
- Learn how to build an immediate relationship with your customers

### PLUS YOU WILL ALSO RECEIVE:

- A comprehensive workbook which can be used for immediate results in your business
- Free subscription to our bi-weekly ezine "60 Seconds with Achievers Group" which will give you tips and strategies on sales, marketing, customer loyalty, team building, and planning
- A free copy of "My Business" magazine, which includes an article written by Tony Gattari
- A free copy of 'Business Essentials' CD, which includes an interview with Tony Gattari
- A free CD of the abridged version of one of Tony Gattari's seminars

## WHEN IS IT ON?

**Date:** 14 July 2007  
**Time:** 9.00am – 5.00pm  
**Venue:** C2 Connection Centre, Silverwater, Sydney, NSW.

# SPECIAL OFFER!

Normally \$295

Business Essentials Subscribers

# Only \$195

## HOW TO REGISTER?

1. Go to: [www.achieversgroup.com.au](http://www.achieversgroup.com.au)
2. Click on Sales Mastery Program
3. Book Your Seat Now!

## ABOUT TONY GATTARI

Achievers Group Owner and Managing Director Tony Gattari, whose expertise and passion for business runs deep. Tony was General Manager for Harvey Norman Computer and Communications Division where he oversaw the growth of the division from \$12 million to \$565 million in 9 years. Tony has been the Managing Director of a public listed company and also been CEO of a successful technology company. Tony has worked with over 90 small to medium businesses.

**Address:** Level 1, 284 Bobbin Head Road North Turrumurra  
**Mobile:** 0425 238 710  
**Phone:** (02) 9440 7373  
**Fax:** (02) 9440 7444  
**Website:** [www.achieversgroup.com.au](http://www.achieversgroup.com.au)  
**Email:** [shaun@achieversgroup.com.au](mailto:shaun@achieversgroup.com.au)



Ms Megabyte

For more hints and tips and to join my free newsletter, visit [www.getmega.com](http://www.getmega.com). If you liked this tip, you will also be interested in my extensive online lesson library at [www.conquyourcomputer.com.au](http://www.conquyourcomputer.com.au).



## working with paragraphs in word:

Word classes a paragraph as anything that sits between two Paragraph marks which are created by pressing the Enter key. If you turn the non printing characters on by clicking the toolbar button that resembles a backwards capital P, you'll see the paragraph marks which also look like backwards capital P's.

Click the non printing characters button again to go back to normal.

To quickly select any paragraph you can actually TRIPLE click your left mouse button anywhere in the paragraph. You can also move your mouse cursor out to the left margin and double click.

Moving around with the mouse is also made more simple by adding the Ctrl key to either the up or down arrow keys – your cursor will jump up or down a paragraph at a time.

I like to use the shortcut Ctrl + zero which adds a 12point line above the existing paragraph. That means that you only need to press Enter once at the end of every paragraph – the extra space is created automatically.

If you've got any other shortcuts or tricks that help you work with paragraphs, I'd love to hear from you! Email me by going to the website [www.getmega.com](http://www.getmega.com) and I'll mention your favourites in an upcoming edition.

A website to check out next time you need some time out is [jacksonpollock.org](http://jacksonpollock.org). Whether you're a fan of the Blue Poles artist or not, the unofficial [jacksonpollock.org](http://jacksonpollock.org) site is a great way to clear your head and heaps of fun for kids if they want to have a quick play on mum or dad's PC.

### Some snappy shortcuts:

Ctrl + W will close any window

Or in Excel, use the shortcuts Ctrl + Pg Dn and Ctrl + Pg Up to move to next or previous sheets in the current workbook.

# Cubicle Survivor™



A trivia night with a twist

*with Yvonne Adele and special guest Ms Megabyte*

A conference team-building activity.  
It's the 'something different'  
you've been waiting for.

*"We found you to be both insightful and entertaining.  
Your individual style and sense of theatre captured the audience  
for a full two hours which clearly shows great value." **Arnotts***

## Team-Building, Fun, Informative

- A new concept for conferences and seminars.
- A traditional pub trivia quiz tailored to YOUR TEAMS,  
in YOUR INDUSTRY.
- High involvement and interaction to bond your delegates.
- Builds teamwork and fun memories. We take photos too!
- A multimedia experience where YOUR people are the star of the show.
- Interactive challenges, show and tell, mystery sounds, guess the industry face.
  - Can be tailored to reinforce important company initiatives, strategies, messages.
  - Includes great prizes!

Contact Yvonne on **1300 734 904**

or email [yvonne@getmega.com](mailto:yvonne@getmega.com)

STARTS FIRST TIME EVERY  
TIME RELIABILITY

LOWER EMISSIONS

LESS NOISE

NO OIL AND  
FUEL MIXING

**ADVANCED 4 TECHNOLOGY**

MORE TORQUE  
AND POWER

LOWER  
RUNNING COSTS

SUPERIOR DURABILITY  
AND LONGER LIFE

**Only Honda can deliver 4 your future.**

For your nearest Honda Power Equipment Dealer  
call 1300 1 HONDA or log on to [honda.com.au](http://honda.com.au)



**UPGRADE TO A  
HONDA**

Starts first time every time year after year