

**B** MONTHLY AUDIO PROGRAM  
**BUSINESS**  
**ESSENTIALS**

JULY 2009



**THE**  
**EXTRAS**

# Introduction



Be warned – scammers are targetting you. Why you? Because you're so busy keeping your enterprise afloat, particularly in these economic times, that you're less likely to watch out for those who are ripping you off. That's the view of the ACCC, and its Deputy Chairman Dr Michael Schaper is keen for you to be on the look-out and also wants you to tell his organisation when you come across scammers. Most of us are aware of the big scams, like those from Nigeria or the camouflaged bank emails that ask us to reveal our confidential information, but there are many smaller ones. The scammers might collect just a few dollars each time but the totals soon mount up. Dr Schaper provides details on this month's CD.

While we worry about the economy – and scammers – we can't lose sight of trying hard to maintain our revenue. And that means selling. In that context, it's worth listening to well-respected US sales coach Jack Daly, who says we should stop selling. Rather, accept the notion that potential customers don't want to hear sales talk, they want the sales person to spend time trying to help them sort out their requirements and have a genuine interest. He has some fascinating statistics that show the difference between really good sales people and those who fail – and why – selling the same products at the same price. Jack Daly gives me his insights this month.

People management is becoming more and more of a critical issue – and can be expensive. One of Australia's most experienced HR experts, Geoff Slade, has launched an online service designed for small to medium sized businesses. He explains the need and the cost-effective solutions on this month's program.

I'm sure you'll get value from the range of interviews for your business.

Michael Schildberger  
Executive Chairman

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## Track 2

**THE ECONOMY 2009/10**

Professor Neville Norman, Melbourne University

- Recession has been avoided, but just and only for now
- Business demand is sluggish for many non-essential sectors
- The government's claim that stimulus packages have worked is basically correct
- But they've made other mistakes!
- The official economic outlook has been criticised as over-optimistic. I think it's too gloomy
- Here's my July review for fiscal year 2009/10:

<u>Item</u>	<u>Official Forecast</u>	<u>My Forecast</u>	<u>My 95% range</u>
GDP Growth	-0.5%	1.8%	+0.5 to 2.9%
Dwellings growth	0%	+4%	+1 to +7%
Non-dwelling construction	-26%	-12%	-25 to -5%
Machinery & Equipment	-16.5%	-8%	-15 to 0%
Unemployment	8.3%	6.8%	5.9 to 8.5%
CPI growth	+1.75%	+2.8%	+1.5 to 4.5%
Wage-price Index	+3.3%	4.2%	3 to 5.8%

## Track 3

**WARNING: SCAMMERS ARE TARGETTING YOU**

Dr. Michael Schaper, ACCC

- The most common scams are over-payment, false billing and computer "phishing" and spam
- Over-payment involves someone buying your product, paying more than they should, then asking for a refund on the difference. The original payment is often on a stolen or false credit card or cheque which bounces
- "Phishing" comes by email with people asking for verification of your account details. Banks and government agencies don't do that
- If in doubt, find the genuine 'phone number of the organisation and check
- Limit the number of people who pay accounts in your company. This makes it easier to check orders and avoid false billing
- If you are scammed it's important to let others know, perhaps on the ACCC website, [www.scamwatch.gov.au](http://www.scamwatch.gov.au)

THIS MONTH'S

# ESSENTIALS

## Track 4

### WINNING WAYS TO BOOST SALES

Jack Daly, US sales coach

- In a tight economic market sales people should focus on both existing and new customers
- They should get serious about the activities that generate the business
- The right attitude is imperative
- Prepare a written detailed pro-active daily game plan
- They should know what questions they need to ask before calling on customers. Be direct
- Quit selling. People don't like to be sold. Instead, help people to buy

## Track 5

### 12 HIDDEN OPPORTUNITIES IN A DOWNTURN

Darren Bourke, Business Influence

- It's a good time to snap up talented staff who may not have been available before
- Look for productivity gains – staff may be more motivated, especially if you can demonstrate that you'll survive the downturn
- Now's the time for a top-to-bottom strategic review. It's a healthy discipline that often gets overlooked in good times
- Talk to your suppliers about a better deal and review all your costs. But don't cut too deep or you'll damage the business
- Look for opportunities to grow market share, by acquisition, vertical integration or replacing failed competitors
- Position yourself for better times: businesses that are ready to expand again will do better than those that are struggling from day to day

## Track 6

### OUTSOURCE YOUR HR HEADACHES

Geoff Slade, Slade Group

- Many small to medium-sized businesses underestimate the importance of human resources
- Problems with managing people are increasing all the time with legislative changes and many small business operators can't keep up
- Employees are better educated about their rights and can come back at you long after they've left
- Performance management is a big issue
- We've introduced a virtual HR management program with a wide range of menus. It offers access to specialists in any area of HR management
- This program includes a path to performance reviews, a difficult area for most

THIS MONTH'S

# ESSENTIALS

## Track 7

### IS NOW A GOOD TIME TO RECRUIT?

Jason Snell, Final5

- With unemployment rising, talented people are coming onto the labour market
- Twelve months ago, amid low unemployment and rising wages, candidate numbers were down – that's all changed
- Now we're able to produce very impressive shortlists for employers to consider
- To recruit the best, advertise the opportunities you have on offer
- Talk to your clients, they'll often know of good people who might want to change jobs
- Contact a recruiter – especially one who specializes in the work area you're looking at
- The employment market will tighten again – act quickly to build a strong team

## Track 8

### CASHFLOW: THINK OUTSIDE THE SQUARE

Luke Neale, Save on Bills

- Reducing costs comes first, but there are other ways around poor cash flow
- Decide what you'd spend money on if you had plenty, then think outside the square
- Other businesses are also struggling. Look for ways of matching your needs to theirs
- Good advertising deals are available, at discounted rates or on extended terms
- Consider sharing sales teams with complementary businesses, perhaps on a shared-profit basis
- Try to expand your online presence to attract custom – it can be done at little cost
- If you still need cash, investors are looking to support good small business opportunities

## Track 9

### TAX UPDATE

Michael Jones, Cummings Flavel McCormack

- Tips to reduce your annual tax compliance costs:
  1. meet with your accountants to properly set up your accounting system
  2. present them with relevant and well-categorised information
  3. respond promptly to their queries
  4. be pro-active – make time to plan your affairs well before year-end
    - Proposed new legislation taxing the use of company assets has retrospective elements that need to be challenged
    - Watch out for new legislation changing the consequences of unpaid trust distributions

Track 10

## SHAREMARKET UPDATE

Elio D'Amato, Lincoln Stock Doctor

- The upturn has been quicker than expected but there could be a short term decline. Once that settles, we'll go back to positive territory
- China is extremely important not just to the sharemarket but also to the economy
- China's demand for our resources is still growing. Its economy will be the world's strongest within 10 years and that will help our businesses
- Australia is in a great position as we're part of the world's most populous region
- Favourite stocks: JB Hi-Fi, CSL, Beach Petroleum, Woolworths, Monadelphous, BHP Billiton, Westpac, CBA

Track 11

## STORYTELLING TO COMMUNICATE YOUR MESSAGES

Yamini Naidu & Gabrielle Dolan, One Thousand & One

- Organisational storytelling can be a powerful addition to logic and hard data. It's more likely to be understood and remembered
- Stories must have a clear purpose, sound authentic and support your facts
- Face-to-face is best, but storytelling in emails, blogs and podcasts can also be effective
- Think about your audience and tailor your stories to fit
- Keep your stories crisp and to the point, and use them whenever you're trying to get a message across
- You'll see benefits in staff performance and engagement

# **i** FOR MORE INFORMATION

about the topics discussed on this July 2009 program, please contact the relevant organisations as listed below.

## THE ECONOMY 2009/10

Professor Neville Norman,  
Melbourne University  
neville.norman@unimelb.edu.au

## WARNING: SCAMMERS ARE TARGETTING YOU

Dr Michael Schaper, ACCC  
T: 1300 302 502  
www.scamwatch.gov.au

## WINNING WAYS TO BOOST SALES

Jack Daly, US Sales Coach  
www.businessconnect.com.au

## 12 HIDDEN OPPORTUNITIES IN A DOWNTURN

Darren Bourke, Business Influence  
T: 03 9813 1203  
www.businessinfluence.com.au

## OUTSOURCE YOUR HR HEADACHES

Geoff Slade, Slade Group  
T: 03 9235 5100  
www.sladegroup.com.au

## IS NOW A GOOD TIME TO RECRUIT?

Jason Snell, Final5  
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jsnell@final5.com.au

## SAVE ON BILLS

Luke Neale, Save on Bills  
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www.saveonbills.com.au

## TAX UPDATE

Michael Jones, Cummings Flavel McCormack  
enquiries@cfmc.com.au  
www.cfmc.com.au

## SHAREMARKET UPDATE

Elio D'Amato, Lincoln Stock Doctor  
T: 1300 676 332 or 03 9854 9444  
Please contact Lincoln direct for details of its  
Stock Doctor fundamental analysis software  
or Managed Fund services  
www.lincolnindicators.com.au

## STORYTELLING TO COMMUNICATE YOUR MESSAGES

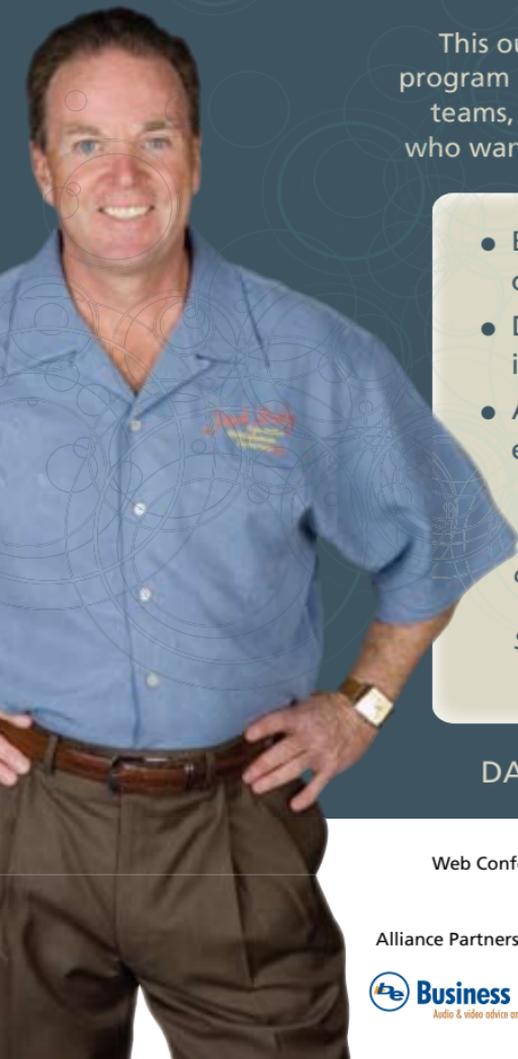
Yamini Naidu & Gabrielle Dolan,  
One Thousand & One  
T: 03 9670 9409  
www.onethousandandone.com.au

Early Bird closes 10 July

# Winning Sales Strategies

## Driving Sales – Boosting Profits

Presented by world's leading sales guru, Jack Daly



This outstanding seminar and workshop program is a MUST for sales and marketing teams, management and company CEO's who want to get the best from their team.

- Build a world-class sales organisation
- Develop a winning culture in your business
- Achieve greater sales with existing resources

*"Jack is the best speaker I have ever heard. As a direct consequence of his presentation my business recently won a \$41m sales contract"* Tim Green, Tim Green Commercial, Sydney

DATE: 5 August 2009, Sydney

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 **Business Essentials**<sup>™</sup>  
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**SEMINAR HOTLINE 1 300 721 778**

# What's on at AIM

## AIM VIC

### *Survival Strategies Seminar with Dr Keith Suter*

Back by popular demand – Dr Keith Suter joins us for an exclusive half-day business seminar. Keith will take you through techniques you can use to identify opportunities that will improve your business and give you the advantage over your competitors.

He'll discuss the methodologies of Scenario Planning – how to look at the internal and external drivers that will be critical for your organisation. He'll explore the application of Blue Ocean Strategy and how this tool can help you find your competitive edge.

You'll learn how to put these tools into practice to create a sustainable and growing business. Keith will also give us his expert insight into global trends and their impact on the Australian economy.

Format:

- Thinking about the unthinkable: scenario planning
- Thinking about new products and services: the Blue Ocean technique
- Putting the new techniques into practice: how to change a person's behaviour
- This is not the end of the world: 10 positive global trends

Participants will be provided with summary material prepared by Keith Suter. Can your business afford not to attend?

Date: Wednesday 12th August 2009

Venue: State Library of Victoria  
Village Roadshow Theatre  
Entry 3,  
La Trobe Street,  
Melbourne

Duration: 9.00am - 12.30pm

Cost: AIM Member: \$350  
Non Member: \$449  
Members book 2 or more seats for \$300 per person

## AIM NSW

### *11th Annual AIM Women in Management Great Debate*

Living up to its name, the iconic Women In Management Great Debate is back in Canberra for the 11th year. With a line-up of six unique, inspirational and highly successful personalities set to debate the topic, 'Girls Just Want to Have Fun', this thought-provoking lunch-time debate is guaranteed to sell out fast.

*"This event will highlight some key differences between women and men in management and examine whether or not being serious is the best way to go".*

Does professional success demand an unflappable capacity for seriousness? Can you 'GTD' (get things done) and have fun at the same time? Is fun appropriate in the current global financial crisis or is it just what we need in this time of gloom and doom? Do women have a monopoly on fun?

Speakers include: Ross Solly from 666 ABC Canberra; Geraldine Chin Moody AIMM, CEO of Baker & McKenzie; Anne O'Donnell, MD of Australian Ethical Investments; and Veronique Ingram, Chief Executive and Inspector-General in Bankruptcy, Insolvency and Trustee Service, Australia.

Date: Friday 3rd July 2009

Venue: Australian Institute of Sport  
Arena (AIS), Canberra

Duration: 11.30am Registration & drinks  
12.00pm Lunch  
12.40pm Debate begins  
2.00pm Debate concludes

Cost: AIM Members: \$110  
Non Members: \$145  
Corporate Partner table of 10: \$1195  
Table of 10: \$1495

## Accountants Who Help You See Further

**Cummings Flavel McCormack are accountants who provide accounting, auditing and business advice to business owners. Cummings Flavel McCormack also provides tax consulting services.**

### Tax Consulting

Tax law is relevant to every major business and investment decision. Understanding the latest developments in tax is difficult.

The Cummings Flavel McCormack tax consulting practice works with clients to evaluate the taxation risks and benefits applicable to their business and investment plans.

We are proud of our ability to untangle the complexities of tax law to produce commercially practical tax advice that the client can understand and act on with confidence.

We have significant breadth of experience, having worked with successive governments in tax law development and holding key positions on advisory and education committees with professional tax bodies.

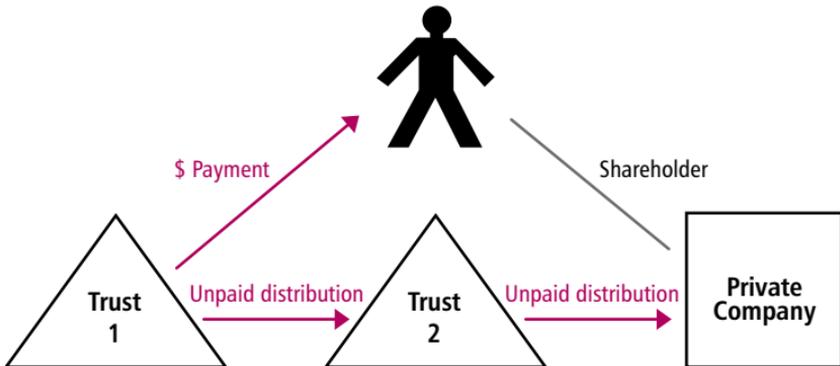
David Kent, Michael Jones and Neil Flavel lead a group of dedicated taxation professionals.



## CFMC KEY TAX DATES FOR JULY AND AUGUST 2009

14 Jul	Employers to issue PAYG payment summaries to employees
21 Jul	June 2009 monthly activity statements: final date for lodgment and payment
28 Jul	Quarter 4 (April - June 2009) BAS statements: final date for lodgment and payment
14 Aug	PAYG withholding payment summary: final date for lodgment
21 Aug	July 2009 monthly activity statement: final date for lodgment and payment

Proposed legislation will tax the \$ payment  
from Trust 1 in the diagram below



### Office Details

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E: careers@cfmc.com.au

[www.cfmc.com.au](http://www.cfmc.com.au)





## When others are fearful...go fishing for opportunities!

The current sharemarket conditions are laying the foundation for those who are brave enough to get back into the water. Now is the time to take advantage of those 'big game' opportunities and invest in a diversified quality portfolio of Australian equities.

Only companies judged financially healthy earn a place in our portfolio. Using our proven methodology, the Lincoln Australian Share Fund has been consistently positioned in the top quartile among Australian Large Cap Growth Fund Managers.

We offer a competitive management fee structure with no entry or exit fees. Minimum investment: \$20,000 for retail units; \$500,000 for wholesale units.

**Order your Fund information pack and start investing with increased confidence today.**

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**Visit** [lincolnindicators.com.au](http://lincolnindicators.com.au)

**Email** [enquiries@lincolnindicators.com.au](mailto:enquiries@lincolnindicators.com.au)

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## 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 SALES GURU—TONY GATTARI

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
- A Best of Achievers Group CD valued at \$29.95. This is a collection of interviews taken from Australia's leading audio business building program, Business Essentials

Address:  
Phone:  
Fax:  
Website:  
Email:

PO Box 3104 North Turrumurra 2074  
To register on 0411 462 515  
(02) 9440 7444  
[www.achieversgroup.com.au](http://www.achieversgroup.com.au)  
[erin@achieversgroup.com.au](mailto:erin@achieversgroup.com.au)

## WHEN IS IT ON?

<b>Date:</b>	28 August 2009
<b>Time:</b>	9.30am – 5.30pm
<b>Registration:</b>	9.00am
<b>Venue:</b>	The Chatswood Club 11 Help Street Chatswood



## HOW TO REGISTER?

1. Go to: [www.achieversgroup.com.au](http://www.achieversgroup.com.au)
2. Click on Sales Mastery Workshop

## 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 110 small to medium businesses.

<b>Address:</b>	PO Box 3104 North Turrumurra 2074
<b>Phone:</b>	To register on 0411 462 515
<b>Fax:</b>	(02) 9440 7444
<b>Website:</b>	<a href="http://www.achieversgroup.com.au">www.achieversgroup.com.au</a>
<b>Email:</b>	<a href="mailto:erin@achieversgroup.com.au">erin@achieversgroup.com.au</a>

## 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

## legal

commercial and corporate  
franchising  
licensing and distribution  
intellectual property  
legal compliance  
dispute resolution  
international



*If you have an opportunity or a challenge,  
DC Strategy can help you build a better and more valuable business.*

### DC Strategy

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