

# The Newsletter For Local Business Owners Looking To Build A Better Business

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## June 2016

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*Helping you create the perfect business!*

### Quote Of The Month

**"You can't build your reputation on what you're going to do."**

**Henry Ford**

## "Is Your Customer Service Fast And Effortless? It Needs To Be..."



**W**elcome to the June issue of BB. As accountants we interact dozens of times a day with our clients. That's the nature of what we do... and we like it that way. It keeps us close to them and helps us to demonstrate our expertise as well as our dedication to making the client experience enjoyable for them (and for us).

But providing a quality customer service isn't easy. We have to work at it every single day.

But what is 'customer service'?

What does it really mean to your customers?

What does good look like?

What does bad look like (most of us have a good idea on this one!).

Answering the questions above will go some way to helping you tailor the right customer experience for your clients, customers or patients. One interesting statistic I recently read by [24]7 (a global outsourcing company)

was that "53 percent of customers believe that customer service should be fast and effortless."

I believe that in itself is a good way to view good customer service—FAST and EFFORTLESS.

If you have a customer service that's fast to respond and makes it easy for the client, customer or patient, this will stand you in good stead and should be the bedrock of everything to do with your customer service.

No matter how good your customer service is, it can be continually improved.

If you have that same philosophy, what I suggest you do is take a step back and evaluate your own customer service.

First look at SPEED.

Are you and your team responding quickly to the needs of your clients, customers or patients?

*Continued on page 2...*

# Why Are You Making It So Hard?

*Continued from page 1...*

How can you respond quicker?

Can you use technology to improve response rates?

What would you need to do to be a leader in your market when it comes to speed of response?

Then look at how easy you make it for your clients, customers or patients to contact you and get their question or issue resolved.

Are you putting up needless barriers?

Have you empowered and trained your 'customer service team' to be able to solve 95 percent of problems?

**"You won't go far wrong if your customer service is FAST and EFFORTLESS"**

Do you provide multiple ways for people to get in touch with you?

One thing that's very interesting about creating an amazing customer service is it can be a very powerful inducement to get new business. If you can demonstrate why your customer service is better than your competition, you've just created a powerful differentiator and one that will reap huge dividends. It's certainly worth thinking about, don't you think?

Con Antonio

One of the things we like to explore with clients is an area of their business that rarely gets much attention—but IS ALWAYS CLOSELY SCRUTINISED BY CUSTOMERS — and that's the buying process. In other words... how can you make it EASIER for customers to buy from you?

In their excellent book *WAYMISH: Why Are You Making It So Hard For Me To Give You My Money?* authors Ray Considine and Ted Cohn identify several areas where businesses actually make it more difficult than easy to deal with them. And like virtually everything else we recommend to clients and other business owners, it's very easy to put this right.

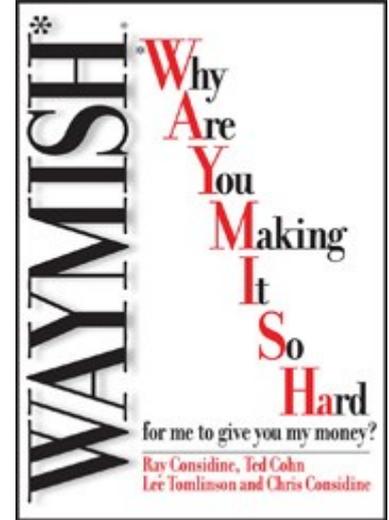
Now, before we look more closely at this, I strongly advise you to walk through your own buying process.

Doing this will immediately identify 'sticking points' in your sales process that you've so far probably taken for granted.

So here are the four main elements of WAYMISH that you need to focus on to make doing business as easy as possible for your customers...

## **W.A.Y.M.I.S.H. #1: Making Customers Wait**

Having to wait for service is one of the biggest complaints in any business. It sends a message to customers that their time doesn't count... and neither do they.



*WAYMISH—How easy is it to buy from your company?*

Don't just think in terms of making people wait for meetings and appointments – this covers a multitude of areas...

- Answering the phone
- Answering the office door
- People in waiting areas
- Delivery of product
- Meetings/appointments/ estimates/consultations, etc.
- Management of queues
- Parking spaces available
- Engaged tones when ringing into the office

All these things irritate people, so getting them right will give you a significant edge over your competition. A good example of this is the leading supermarkets, who put on extra cashiers if more

# Why Are You Making It So Hard?

than two people are waiting in a queue!

## W.A.Y.M.I.S.H. #2: Accessibility

How accessible is the business? That doesn't necessarily mean your location. Here are the things you need to consider...

- **Opening Times:** It still amazes me that many legal firms close for lunch – stupid. Make it easy for your customers.

Ask them when they would prefer the business to open. Change opening and closing times.

Having opening and closing times to suit customers rather than staff is what you must strive to achieve.

Clearly you don't want to pander to your customers, but maybe staying open late one evening a week will be a massive hit with existing and new customers?

- **Days Of Business:** How many days a week is your business open? Even open on Sunday if you have to. Again, the business needs to be open on days your customers are most likely to visit. By the same token, there's no point in opening on days that customers don't buy.
- **24/7:** Having a website makes the business open 24/7.
- **Easy Access To Products/ Services:** The good retail stores

understand this completely. They know that product placement can make huge differences to the sales of certain items.

For example, manufacturers will pay a premium to the top supermarkets for their products to be placed at waist/eye level on certain aisles, because they know product placement can mean the difference between making some sales and making large volumes of sales.

## W.A.Y.M.I.S.H. #3: Payment Options

Have as many payment options as possible available to customers.

You really are restricting sales if the business only offers one or two payment options.

Allow customers to pay by cash, cheque, credit cards, bank transfer, online payments, etc.

Then also look closely at structuring payments so customers can spread their payments. In the current economic climate, if you can restructure payment terms so customers pay in instalments, this can have an immediate effect on your business and, of course, your cash flow.

The point is this—what can you do to make it easier?

*Continued on page 4...*



## Dumb Criminals

### What Happens In Public Stays In Public

Personally I always found Ferris wheels to be a bit overrated. Perhaps if they moved quicker or actually turned the passenger upside down at the bottom or even lacked any sort of safety device, I'd be more inclined to spend money calmly rotating on a large circle. As it stands, Ferris wheels are nothing but circular ski lifts leading nowhere, similar to my entire life.

But everything's what you make it, right? One couple in Las Vegas livened up the dull attraction by doing some riding of their own. According to *The Smoking Gun*, they were spotted removing their clothing and smoking cigarettes in a glass-walled cabin. The police admonished them over the intercom, but to no avail. The couple continued to get raunchier until the ride reached completion, when they were taken into custody by embarrassed security guards waiting at the bottom. With that kind of luck, they ought to stay away from casinos.

# Why Are You Making It So Hard?

*Continued from page 3...*

Remember, it doesn't matter what business you're in—you can use these tactics. It also lends itself to monthly billing. For example, a restaurant can create a 'Members Club' whereby customers pay a monthly membership fee that entitles them to dine twice a month. And so on.

I urge you to look carefully at how you can incorporate this into your business. The easier you make it for your customers to buy from you – the more sales you'll generate!

## **W.A.Y.M.I.S.H. #4: Making It Difficult To Contact The Business**

Since the advent of the internet, this has risen to almost epidemic proportions.

How often do you find a product or service online and, before buying, you want to ask a few questions? Then, to your frustration and later disgust, you can't find any way to get in contact with the supplier. It's like they've hidden their phone number and they don't want you to contact them.

This is a prime example of losing huge volumes of sales by not making it easy for people to get in contact with the business. Showcase your phone number and email address on all your marketing pieces.



*Making it easy to buy includes effectively managing your queues. If you're not in retail, there are still many areas of your business that this still applies to—such as phone queues, parking and waiting areas!*

Don't make it hard.

Make it unbelievably easy for people to reach the business.

Furthermore, I advise you to scrutinise your signage.

I visit a lot of businesses, especially our clients' offices, retail outlets and restaurants.

I've often noticed, especially when visiting for the first time, how either insufficient signage or none at all makes it frustratingly hard to find them.

You must NEVER take this for granted. Having clear signage not only makes it easy for people to find you, but also showcases and

promotes your business. It's the cheapest form of advertising, you should make maximum use of it.

I like to term all these elements as your '**slippery slope**'. Once someone is interested in your business and, figuratively speaking, they step onto your slope, you make it so slippery, so easy for them to travel down it, that they can't get off – until they buy, that is! That's what W.A.Y.M.I.S.H. is all about.

Now it's your turn. Look at your own business and apply W.A.Y.M.I.S.H. to it and you'll increase your sales significantly (without spending a penny)!

# Focus On Customer Frustrations & Your Profits Will Take Care Of Themselves!



*Steve Hackney—Helping you to quickly grow your business*

been to New York for over 20 years, but I'm returning there on business in a couple of days' time). The philosophy is that even if there's just one broken window in an area, if that window isn't repaired quickly, people will assume no one cares and this leads to more broken windows and so on. Within a relatively short period of time a once-peaceful, clean and smart neighbourhood can be ruined.

This is what happened to New York in the 70s, 80s and early 90s. Now it's a wonderful city and it's booming.

So Michael Levine's book takes this same philosophy and applies it to the business world. I agree with it 100 percent.

You don't need to be a rocket scientist to recognise that many businesses fail or don't reach the heights they could because they don't focus on the small problems, irritations and frustrations (broken windows) of their clients or customers. Thing is, if the owners aren't bothered, this permeates throughout the organisation (more broken windows) and ultimately the customer goes elsewhere.

You know this is true just from your own experiences. The key is to make sure that whenever you spot a broken window, it's fixed. And fixed immediately.

*Continued on page 6...*



## Cryptic Puzzle Of The Month

At a recent motorsport gathering, four proud owners were grouped together around the blue Ferrari, discussing their gleaming sports cars. Alan was overheard bragging about his brand new silver Mercedes. Mr Smith went to great lengths to explain to Brian the virtues of his blue Ferrari. Mr Wilshaw and David occasionally made eye contact. Mr Richards showed everyone a recent photo of his red Rolls-Royce. Mr Stone listened intently while Charles went on about his green Corvette. Who owns which car?

**ANSWER ON PAGE 6**

# Focus On Customer Frustrations

*Continued from page 5...*

That shows your whole philosophy and approach to any broken window and again it will permeate throughout your business.

The hotel we stayed at in Turkey is a fine example of ‘fixing’ the broken windows.

Here’s two great but very simple examples of how the Voyage Belek Golf & Spa has fixed two very common broken windows...

Let me begin by saying we are very fortunate that we can holiday in fine hotels.

The Voyage Belek is one of them but this is the first time I’ve stayed at any family hotel that has taken note of and fixed a couple of common frustrations (broken windows) that virtually every family must encounter often.

**“As the leader in your business, you must always fix any ‘broken windows’ as soon as you can!”**

First, around all the pool areas they have an abundance of sun loungers and parasols. This is a big hotel. But there are more sun loungers and parasols than guests.

Joy.

No more getting up at silly o’clock to ‘reserve’ parasols and loungers (there are five of us, so making sure we’re all together is an important part of our holiday—we don’t want to be walking too far to throw Mum in the pool!).

And whilst getting a parasol is not as important to us now (my children are aged 17, 14 and 11), we do want one between us. Again, no hassle at any time of the day.

So by taking away this key frustration, the hotel have completely extinguished a big problem that virtually every average, good, very good and excellent hotel faces every single day.

There are no losers, just winners all round!

Second, they give you as many pool towels as you want. They don’t count them out and don’t count them in. You don’t need ‘towel

## **CRYPTIC PUZZLE** **ANSWER**

### **Answer:**

Alan Stone owns the silver Mercedes.  
Brian Richards owns the red Rolls-Royce.

Charles Wilshaw owns the green Corvette.

David Smith owns the blue Ferrari.

passes’ or anything like that. You can change them at any time of the day and you can change them as often as you want.

What a breath of fresh air this is. Once again the hotel has taken away another key frustration and benefitted accordingly.

The lesson is insightful.

It doesn’t matter what industry you’re in, you can easily replicate the ‘broken window’ philosophy! What broken windows can you fix in your business right now that will have a similar effect?



*The tranquil view over the main pool at the Voyage Belek Hotel in Turkey. Notice the abundance of sun loungers and parasols—‘broken window’, fixed!*

# What Our Clients Say About HID Group

Providing sound financial advice that meets expectations is only half the story. It is the tailored strategic advice honed over many years that forms the foundation of our partnership with HID.

**Simon Whitely**  
**Corex Plastics(Australia) Pty Ltd**

Con Antonio has been assisting me with my personal and company tax returns for almost 15 years. Con has always been very professional and knowledgeable in his field of expertise. He has provided me with his expert advice to help me with my accounting and financial needs. Con is always happy to assist when I need him. Sorry for having to book appointment to see you around lunch time to accommodate with my work commitments, thanks a lot for your flexibility.

**Kifli Yong**  
**Memxus Corporation**



*We are experts at helping our clients financially manage and grow their business!*

We have been using Hid as our accountants and advisers for the past 33 years, in that time we have owned and sold 4 very busy businesses in Victoria . Michael has handled our accounts for all that time, his advise has allowed us to achieve record sales in all the businesses. We have since moved to Queensland and we are running a busy service workshop but weren't achieving the profits we were looking for. Michael had a look at the books and gave us some very good advise and we now are firing on all cylinders, thanks all at Hid for all your help.

**Neville Dossett**  
**Moondance Pty Ltd**

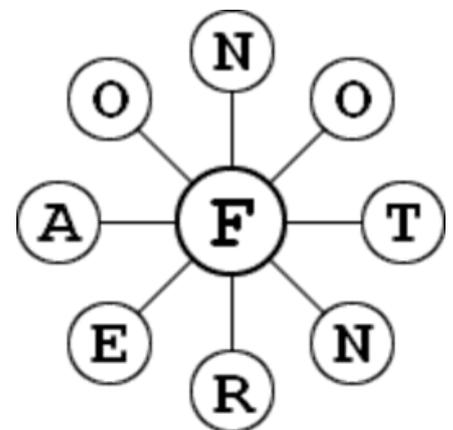
We at El Nazza P/L have been dealing with Mr Con Antonio and his very experience staff for over 30 Years and still going strong. We have moved from one stage to another with H I D Group with more knowledge and understanding each time. They have made us grow and divert our portfolio over the years and we appreciate all the hard work and dedication that went in to create us as a small company. We always and will always recommend their services to anybody that requires it.

**Nagui Yacoub**  
**El Nazza Pty Ltd**



## Brain Tracker: How Many Words Can You Find?

Using the BrainTracker grid below, how many words can you find? Each word must contain the central F and no letter can be used twice, however, the letters do not have to be connected. Proper nouns are not allowed, however, plurals are. Can you find the nine letter word?



Excellent: 33 words. Good: 26 words. Average: 21 words.

## Bet You Didn't Know



- Michael Jordan makes more money from Nike annually than all of the Nike factory workers in Malaysia combined.
- All US presidents have worn glasses. Some just didn't like being seen wearing them in public.
- Pearls melt in vinegar.
- 35 percent of the people who use personal ads for dating are already married.
- It is possible to lead a cow upstairs...but not downstairs.
- The reason firehouses have circular stairways is from the days when the engines were pulled by horses. The horses were stabled on the ground floor and figured out how to walk up straight staircases.
- Richard Milhous Nixon was the first US president whose name contains all the letters from the word 'criminal'. The second was William Jefferson Clinton.
- In 10 minutes, a hurricane releases more energy than all the nuclear bombs in the world combined.

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## Ask Us About Our Unique Accounting & Business Services...

### Value-Added Services:

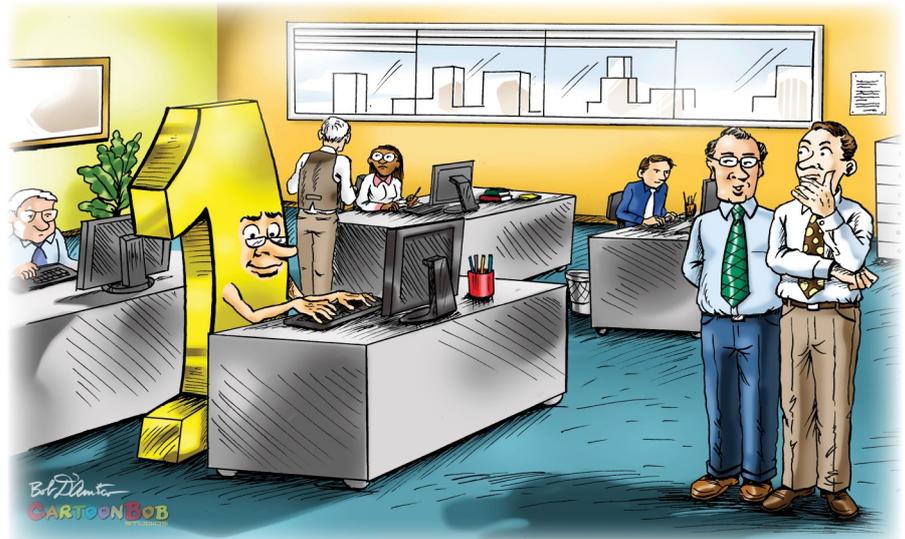
- ✔ *Business Performance*TRACKER – Monitoring The Health Of Your Business
- ✔ *Decision*MAKER – Looking To The Future To Guide Your Decision-Making Today
- ✔ *Business*BUILDER – Raising The Funds To Fuel Your Growth
- ✔ *Profit*SAFE – Keeping Your Money In Your Hands
- ✔ *Future*SAFE – Guiding You Into A Successful Life Beyond Your Business

### Compliance Services:

Personal Tax Returns | Income Statements | Business Accounts | Company Accounts | Company Tax Returns | Companies House Returns | Statutory Audits |

### Other Unique Benefits:

- FREE No-Obligation Initial Meeting
- Unlimited FREE Support
- 3-Step Service GUARANTEE
- FREE Access To One Of The World's Leading Marketing Systems



"You don't need to ask who's the BIG ONE around here, do you?"