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businessdevelopmentcompany

BDC Aug/Sep 2009 Newsletter

www.bdc.net.nz

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Our Ear to the Ground

Its no longer dark at 5pm, the Nelson sun has been slightly warmer and I'm beginning to think that spring might come and the recession might end. I've been at BDC for 6 months now. What a year to start a business career! It's been a time where all business owners and managers have had to work hard on their business.

Here at Business Development Company, we've been like any other business. We've taken a good hard look at our costs and defined our most profitable lines.

We've invested in marketing. You may have heard our new ads on the radio and seen them in the newspaper, along with press releases. We've had to be innovative and look for opportunities. Check out our new courses. We are delivering a whole new range specifically designed for business people who are busy and find it hard to take the time to upskill. A recent success story has been a very busy person, Emma Heke who took the time to attend 'Advertising for Small Business Budgets' and 'Working with the Media' courses. She says it has resulted in her getting national media coverage in magazines, newspapers and TV all promoting her children's documentary DVDs available on www.oursdvd.co.nz. Here's what Emma told us:

"Basically, after the courses, I've had a busy few months talking and emailing and it's paying off! I'd like to say that you (course presenter Angela Mockett) have been an inspiration for me even thinking about doing all of this networking stuff... somehow I got from you the idea to just get out there and do it, what did I have to lose?? So, many thanks for imparting that!!"

There's always something new to learn, whatever our business and a recession is certainly a time to try doing things differently. At BDC we've had to be innovative and leaner and seek to work with our traditional competitors in order to grow.

As Rod Oram says 'it will be business that earns New Zealand out of this hole'

Julie

"Become the change you wish to see in the world"
Mahatma Gandhi





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Angela Mockett is a presenter for the Enterprise Training Programme. She has some publicity tips for your business – Thank you Angela!

Creative Promotions for SMEs

Maximise your postage efforts – Every time you send out accounts or paying an invoice make that 50c stamp pay for itself by including a special offer coupon or inviting customers to sample a new product or service. You can adapt this for email as well. Put a time limit on the offer and get the tills ringing!

Tart up your signage and get noticed – Whether you invest in updated signage or simply hang a swag of balloons or flags – visual changes **do** get you noticed. Anything with movement or regular changes will stop you fading back into the wallpaper. Never underestimate the blackboard limited offer – changing it daily or even weekly, people passing by will soon start to watch out for a deal that appeals to them.

Be seen to be busy – New customers choose busy companies because it infers security of success. Whatever you're doing make sure you're visible to any new customers who might be passing by. If your service is mobile then make sure your signage is too! A simple sandwich board or stand up sign tells people you are in the neighbourhood, you are busy and ready for them next.

Enterprise Training Programme

The **Enterprise Training Programme** is for business owners and managers of small to medium sized businesses, fully funded by New Zealand Trade & Enterprise, to ensure that strategies and process are in place to develop and grow business. To find out more visit our website www.bdc.net.nz and go to Enterprise Training. Workshops coming up in August and September are:



Virtual Business Presenter Paul Lamb
13 August, 6.00 – 9.00pm (rescheduled)

Business Taxation Presenter Sari Hodgson
25 August, 4.00 – 7.00pm

Marketing – Management Presenter Keith Coman
3 September, 6.00 – 9.00pm

Understanding Financial Reports Presenter Sue Malthus
7 September, 6.00 – 9.00pm

Business Fitness Assessment Presenter David Kerr
16 & 23 September, 6.00 – 9.00pm

"You don't have to be the biggest to beat the biggest". Ross Perot





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Lesley Hooson, BDC's
Training and Development
Consultant

How Effective Is Your Team?

In the current environment we need to be constantly looking at our efficiency of work and our competitive advantage.

Our greatest strength is the people we have working around us. Patrick Lencioni tells us in his book 'The Five Dysfunctions of a Team (2002)': "Organisations fail to achieve teamwork because of five interrelated issues":

Characteristics of Dysfunctional Teams	Behaviour of Cohesive Teams
Absence of trust –members unwilling to be vulnerable in the group.	They trust one another.
Fear of conflict – incapable of healthy debate.	They engage in unfiltered conflict around ideas.
Lack of commitment – members rarely buy-in and commit to decisions.	They commit to decisions and plans of action.
Avoidance of accountability – hesitate to call their peers on behaviours counter to the good of 'team'.	They hold one another accountable.
Inattention to results – put individual needs above goals of 'team'.	Focus on achievement of collective results.

Which one is your Team?

BDC Courses coming up

Further details on our website or give us a call.

Discounts available for members of Nelson Tasman Chamber of Commerce

Course	Date	Investment
Workplace Communication ▪ Giving Feedback ▪ Empathetic Listening Presenter – Kathy Jamieson	11 th August 18 th August Time: 11am-1.30pm	\$140 + GST each session
0800 Customer Help Presenter – Sharon McGuire (for frontline & receptionists)	27 th August Time: 2pm – 5pm	\$176 + GST
Exceptional Customer Service Presenter – Tim Maples (for waiting & retail staff)	1 September Time: 9am - 1pm	\$220 + GST
Protecting your Brand – Intellectual Property Presenter – Jane Pairman	11 September Time: 10.30-12.30pm	\$120 + GST
Managing Diversity in your Team Presenter – Kathy Jamieson	17 September Time: 1 – 5pm	\$390 + GST
HBDI Analysis Presenter – Kathy Jamieson	18 September Time: 1 – 5pm	\$390 + GST





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Useful information & Upcoming Events

Free IRD workshops for those who are starting a business

GST workshop, and Employer Workshops
Contact IRD at advisory.nelson@ird.govt.nz

Useful tax information on the updated website at www.ird.govt.nz. This is an online interactive tool for business includes templates, business start up check sheet, sample tax returns. (Search – tfb; or tool for business)



Entries are now open for the **2009 Westpac Nelson Tasman Chamber of Commerce Business Awards**. This is your chance to showcase your business. Go to <http://www.commerce.org.nz> for more information and to download your entry form.

Business Technology grant from the Energy Efficiency and Conservation Authority (EECA) Closes 30/9/09

www.eecabusiness.govt.nz/services-and-funding/technology-grants

Ecofest Business Tour, 12 August. Find out about Sustainable business practices. Contact Kirsty Quickfall on 545 976 ext 6

Free Health and Safety Training for Employers.

Presented by ACC. Ph 545 7811 or: mark.preston-thomas@acc.co.nz



Marketing the Arts course aimed at creating commercial success for local artists. Does where you live impact on your success as an artist? What gives some artists the edge when they go to sell their art work? How is the internet affecting the sale of art? These questions and many more are at the heart of a new course being delivered by NMIT starting in August. Visit www.nmit.ac.nz for more details or ph 0800 422 733



Congratulations

to Cordelia Sharpe of **Massage Works** who attended the Business Expo and won BDC's gift basket – which contained items from local businesses who have attended our training. Cordelia - hope you enjoyed the chocolate, wine, honey and other goodies!!

*"The heights by great men reached and kept
Were not attained by sudden flight,
But they, while their companions slept,
Were toiling upward in the night."*

Henry Wadsworth Longfellow

Best wishes from the BDC team - Julie, Lesley and Erena

