

Dare to be different

# GO-WOMAN!

ISSUE TWO | February 2007

West Midlands

## PANEL OF EXPERTS

Our NEW column where advice comes to you

## NEW YEAR'S RESOLUTIONS

How to stick with them

## HOW COMPELLING IS YOUR IDEA?

Follow our step by step guide to check it out



PLUS: MEMBER PROFILES • JARGON BUSTER • DEE'S COLUMN • MARKETPLACE

**Dear Reader...**

Welcome to the second edition of Go-Woman! magazine packed with information and support to help you start and grow your business.

We are delighted with the success of the first edition of the Go-Woman! magazine in Birmingham and our sincere thanks to all of you for your kind words.

With this issue we are expanding further into the West Midlands, covering Birmingham, Black Country, Coventry and Wolverhampton, providing our customers with an even larger area to increase the profile of their business. Once again this is a pilot launch and we would appreciate your thoughts and ideas.

We have also updated our website [www.go-woman.com](http://www.go-woman.com), so log on to the wealth of information and resources for your business.

Enjoy the issue and don't forget to send us your feedback at [gowoman@go-woman.com](mailto:gowoman@go-woman.com)

**Clare Hill/ Yasmin Akhtar**

Directors - Go-Woman!

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Dare to be different

# GO-WOMAN!

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# TIME *Wasters*

**W**hat's that saying – 'Time Flies', it certainly does, especially when you're running your own business. There are never enough hours in the day.



*“...There is no use trying to control time, as time will always tick on. What you need to do is to plan your days to be better focused and goal driven...”*

Here are 5 deadly time wasters to look out for:

**Doing too many things at once** - If you are always multi-tasking, there is a danger that nothing will ever get finished.

**Always too 'busy'** - Don't spend all day 'feeling' too busy. 'Real' work is what will bring in the money. It's what will keep your business afloat.

**Over-scheduling** - Meetings, appointments, courses, networking events, award ceremonies – is there any surprise that you maybe struggling to do any work. Be ruthless with your diary. An empty diary page is still full. Full of all the work that needs to be done!

**Developing Systems** - How much time do you spend looking for things! Time wasted looking for 'pieces of paper' all adds up. Create a system that works for you to keep your business on track.

**Planning your day** - Plan your day - half an hour spent every morning to plan your day will be the best time spent that day. In your planning include when you wish to start and stop working each day, including your breaks and lunch. It is very easy to expand a 7 hour working day to 10/12 hour working day.

Include in your plans maybe three things you will get done today. Tell yourself that it does not matter if nothing else gets done – as long as those three things do!

Finally, at the end of the day, try and look back at what you have achieved during the day rather than beating yourself up for the things you did not manage to complete.

# HOW COMPELLING *Is Your Idea?*

We've all had hundreds of business ideas. But which one is the right one? Here are four starting steps to help you probe your ideas.

## Step One:

Think through your idea very carefully. What makes your idea unique? What will be the unique selling point (USP) of your product or a service?

Is your product or service new?   
Is it better than everyone else's?

## Step Two:

Run your idea past family and friends and ask for their honest feedback.

### Feedback

Were they interested?   
Would they honestly buy from you (especially if you weren't related to them)?

If not, then why not?

.....  
.....  
.....  
.....

## Step Three:

If you get a negative response – take it constructively and re-visit your idea.

If you get a positive response, then move to the next step. Start doing some market research on your competitors.

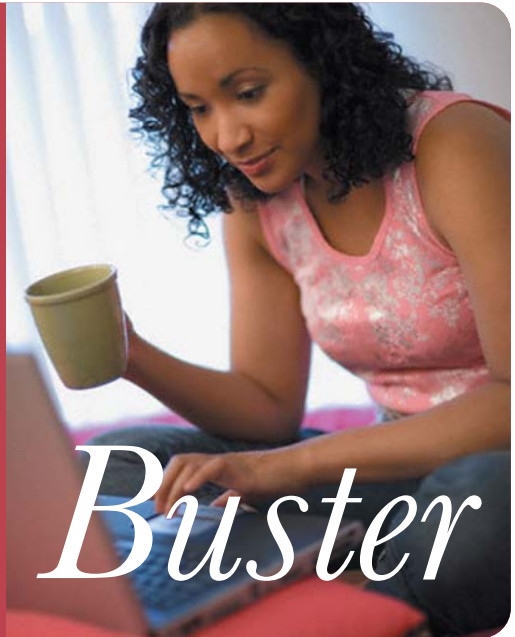
## Step Four:

Identify your customers and talk to them about your idea to engage their interest.

Never be frightened to allow your idea's to grow. Listening is a very powerful tool. Feedback from family, friends and potential customers can help you strength your business idea.



JARGON



### Jargon Buster

Here is a list of acronyms/abbreviations that you are most likely to come across.

- **CPU** - Central Processing Unit (brain of the computer).
- **Desktop** - area of your screen in which icons and windows appear.
- **Http** - stands for Hypertext Transfer Protocol and is used for browsing web site pages on the Internet.
- **Icons** - pictures on your desktop.
- **I.T.** - information technology.
- **P.C.** - personal computer
- **URL** - is an acronym for Uniform Resource Locator and is a reference (an address) to a resource on the Internet.
- **www** - world wide web (computer network consisting of a collection of internet sites that offer text and graphics, sound and animation resources through the hypertext transfer protocol).

Like it or loathe it but in today's society Information Technology (I.T.) is an essential part of everyone's lives. We here at Go-Woman! understand the frustration of being blinded by science, with all the acronyms and jargon surrounding computers.

**T**here is no mystery behind I.T. and we here at Go-Woman! will help you to unravel the mystery and pick up valuable I.T. skills.

In forthcoming issues of Go-Woman!, through short taster sessions we will guide you through getting the best out of your computer as well as picking up some valuable I.T. skills.

In this issue we will start by unravelling the jargon that surrounds the I.T. industry.

**D**o you have a burning question that's been nagging away at you - well don't wait any longer email us at: [gowoman@go-woman.com](mailto:gowoman@go-woman.com) and we will get our experts on the case.

For updates see our online section at: [www.go-woman.com](http://www.go-woman.com)



## Accountant

### What documents do I need to open a bank account?

#### For a Limited Company

- Certificate of Incorporation
- Directors Details

#### For a Sole Trader

- Some sort of a business plan – this doesn't have to be a 60 page document

NB - Not all banks will require this but it is a good idea to have one anyway

### Do all companies have to keep accounting records?

- Yes. All limited and unlimited companies, whether or not they are trading, must keep relevant accounting records.

# PANEL OF

Panel of Experts is our regular feature where we invite people who are experts in their field to answer questions that matter to you.

## Information Technology

### Should I buy a laptop or a Desktop PC?

- A laptop computer is a small portable mobile computer which is usually run on a battery. An external power adapter can also be used. This is used to charge the battery.
- A desktop computer is a PC made to be used on a desk. Desktops are most affordable computers and are normally modular. This means that components can be easily replaced or upgraded. Laptops usually cannot be easily upgraded (apart from the memory).
- Cost of laptops is usually much higher when compared to a like for like desktop. Laptops do not necessarily mean less power but are geared towards portability and efficiency power consumption.
- Decision depends on role/task/job function performance and whether you have the portability requirement. If cost is an issue, then desktop provides a better value for money. Speed alone is not a good enough reason to opt for a laptop or desktop.
- Storage space used to be a determining factor but even a desktop can be small if the "small form factor" range is considered.
- Laptops have a built in keyboard, mouse "pointing stick" or a touchpad (used to control the mouse).
- Desktops come in various cases from towers through to small form factors.

### What accounts do I need to file?

- All limited companies need to file accounts with Companies House. As a limited company you don't need to have your accounts audited if your turnover is below a certain threshold. As a small company, you only need to file a set of abbreviated accounts.
- Sole traders and most partnerships do not need to have their accounts audited by a qualified accountant.

Donna Wade ACA

Chartered Accountant and Business Consultant

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# Experts

### What is a BlackBerry?

- A BlackBerry is a wireless handheld device which allows you to access email on the move, as well as providing the ability to surf the Internet, it also supports mobile telephony and text messages.
- A BlackBerry device is popular amongst the business community as they can be used to provide email access to a roaming employer. However, a BlackBerry server is required to be installed at the company.

Asif Bashir

Asian-e Limited

0870 7661076



## Inland Revenue

### What do I need to do to become self-employed?

- You must tell HM Revenue & Customs as soon as you start working for yourself. If you delay telling them that you are self-employed within the first three months or more you may have to pay a penalty of £100.

### How do I register my business?

- The easiest way is to phone the Self-Employed Registration Helpline on **08459 15 45 15** or you can download the form from: <http://www.hmrc.gov.uk/partnerships/fagcw1f.shtm1>

### Once registered

- Once you've registered as self-employed, HM Revenue & Customs will arrange for you to start paying any National Insurance for self-employed people. More information can be found on <http://www.hmrc.gov.uk/nic/index.htm>.

### How do I pay my tax?

- You fill in a Self Assessment tax return each year. Relevant website [www.hmrc.gov.uk/sa](http://www.hmrc.gov.uk/sa) or helpline **0845 9000 444**

### Business Support Teams

- If you're thinking of working for yourself or have just started, why not arrange to attend a free workshop with HM Revenue & Customs? For details visit: <http://www.hmrc.gov.uk/bst/index.htm>

## HM Revenue & Customs

Self-Employed Registration Helpline

**08459 15 45 15**

Self Assessment Tax Return Helpline

**0845 9000 444**



# NETWORKING BREATHES LIFE INTO BUSINESS AFTER *Tragedy*

Personally devastated by the death of her sales manager partner, Stephanie Cartwright-Randle also feared for the future of the business they had established together.

**H**owever, her print and packaging business is growing more than ever, thanks to the lifeline thrown by a much underestimated business movement.

Thanks to the support of business networking groups, Cornerstone has enjoyed a full recovery in under a year since Danny Wickham tragically died from a brain haemorrhage, aged only 55.

## Right-hand man

“The emotional grief of losing Danny was bad enough - but I had also lost my right-hand business partner,” said Stephanie. “Knowing nothing about sales, I faced a hopeless search for a new sales manager - knowing I could never replace the man with whom I’d built the business.”

“When I left school, I didn’t want to go into the family business straight away, so I took an office job - and was bored stiff from day one! There was no client interaction, no sense of reward, no feeling of satisfaction.”

## Cornering the market

So Stephanie joined the family business - and 17 years later took it over with her sister. “We caused quite a stir by buying one of the first B2 Perceptor 2 colour printers - cornering the market of speedway programme production!”

When Stephanie’s sister married and left the business, the Solihull woman ran it alone until the recession bit hard, forcing a change of direction to employment in print management. Turning her back on printing altogether to run a pub, only two years later Stephanie was back at the press working for a large print company in Birmingham as an estimator.

Made redundant by her last employer, where she met Danny, Stephanie suggested that the two of

them set up their own unique business offering print and packaging solutions. Cornerstone was launched. Only four years later, having established a highly successful business, Danny suffered his brain haemorrhage. Stephanie said: “I was emotionally devastated and couldn’t get my head around the business. Losing confidence in myself, I also lost confidence in the business and couldn’t find the answers I needed.

“That solution came in the most surprising way. I was at a Birmingham City football match where I got chatting to a fellow visitor. I mentioned the problems I was having and she suggested I join some business networking groups. It’s something I knew nothing about, so had never tried before.”

## Support and identity

Stephanie took the stranger’s advice and hasn’t looked back since. “The general support of fellow members from various networking groups boosted my self-confidence and therefore my business confidence. I realised that we all had problems that we could help one another with. Unlike family and friends, these people really understood what you were going through.”

## Customers come first

“The company has no vested interest in the companies it uses, so we can always put our customers’ interests first.” Stephanie concluded: “I never dreamed I could pull it off without Danny, and I wouldn’t have succeeded without business networking. Danny would have been very proud of me!”



Read Stephanie’s full interview by logging onto:

[www.go-woman.com](http://www.go-woman.com)



# SISTERS

## *Clothing*

After graduation Subahat worked for Natwest for 3 1/2 years. After moving back to the Midlands, having always worked in the banking sector, she wanted to try something out on her own.

**T**hroughout the UK people are really accepting Islam and looking for abaya's. (long dress worn by women covering head to toe.) Especially young girls who are coming into it new, as well as reverts. They want something jazzy. I looked into the service they were getting. People were selling from stands or from book shops manned by men. They were not getting the privacy they needed or expected which is important for muslim women.

Away from the main high street where the door will be locked and no men in sight, I decided to provide a personal shopper service. Sisters Clothing provides a large sitting room and thirty different models to choose from.

Sometimes customers will come and try two and buy the two outfits, whereas others will try fifteen but will only buy one. I have had a really, really good response. I know I'm not on the high street but people don't mind travelling, they will ring me and say can you direct us to where you are.

### Greatest Challenge

Getting the marketing done, making people aware of where I was and what I was offering. It was extremely hard but I didn't want to let myself down.

Sometimes when I get home and I've had a bad day, my dad will say, 'Don't worry, tomorrow is another day'. You do need that kind of encouragement every so often. I don't let bad

points put me off. I don't expect it to be plain sailing at all and I know there will be times when I have to deal with an unhappy customer.

I may have a fantastic month during Eid but then it may die down but I'm not going to lock up and go away. I said to myself I'm going to give it at least a year and a half to two years to see where I am. After a year I will see whether I'm making the money. I have to pay bills and be able to pay for the stock.

### Words of Wisdom

Don't sit there and think I've got this great idea and it's going to work and make me a millionaire in a year. It's going to be a lot of hard work. You will have to put in a lot of hard work.

If you have an idea, work through it and start up and hope for the best. When I first came up with my business idea I was very sceptical about it. My father has been a great role model.

People expect you to be millionaires because you are working for yourself, but that is not the reality.

Working for someone else, I was going in every day and was being told what to do and getting a salary at the end of the month. Here I am, my own boss and enjoying every moment of it.

Read Subahat's full interview by logging onto:

[www.go-woman.com](http://www.go-woman.com)



# NEW YEARS *Resolutions*

That New Year's resolution seemed like such a good idea – anything is possible, even walking on hot coals!

**S**etting goals whether that's in your personal life – giving up smoking, exercising, or for your business is a fantastic way of setting yourself milestones which focus the mind.

## Be Realistic

Most of us would like to change some aspects of our lives, but setting yourself unrealistic goals can be demoralising and counter productive. Setting short term goals that are manageable can be uplifting when you see quick results. Learn to walk before you start running.

## Don't be so hard on yourself

If you're finding it difficult to stick to the original plan then re-evaluate, don't give up – this is always an easier alternative. Don't give up at the first hurdle. There is more than one way of plucking a chicken.

## Pat yourself on the back

Don't be scared to reward yourself when you reach that milestone. Little things like registering your business, your first sale – deserves a box of chocolate or maybe a well earned day off to go shopping!!

## Motivate yourself

It's easy to get weighed down by everyday chores. Note your goals in your diary; put a sticker by your bedside draw to ensure that you don't lose sight of them.



*“...Share your resolution with a close friend, and encouragement and they won't let you fo*

Don't be scared to ask for help

Share your resolution with a close friend. They can be an excellent source of support and encouragement and they won't let you forget even when you lose sight of the goal.

If at first you don't succeed...

Remember, your hardest critic is YOU. If you fail, sit back, re-evaluate and reset the goals.

You only fail when you give up.



*They can be an excellent source of support even when you lose sight of the goal..."*

## Five Very Different New Year's Resolutions.

...to introduce more associate writers/photographers in order to delegate the ever-flowing flood of work brought forth by the Business Referral Exchange (BRE) networking organisation.

Amanda Garner - PRO-motion

An Audience with Jennifer McLeod by June or July 2007 where I will be realizing my dream goal and childhood ambition of being a singer. I will be expanding my business this year to take on more associates.

Jennifer McLeod – Step Up! International

I hope to utilise my business venue for other activities and aim to get more community members involved. I also want to use different marketing strategies to promote my business.

Fakharah Masoom – Birmingham Educational Institute (B.E.I.)

My resolution for the business for the new year is to be more time efficient as this is a precious commodity I seem to have less and less of. I shall attempt this by analysing my client base and deciding who takes up most of my time (but really doesn't need my help) and who could do with more of time but currently doesn't get it.

Donna Wade – WadeX Limited

My goals are to ensure that I have at least five new regular customers by Oct 07 and to have met with at least 40 businesses by December.

Clare Hill – Nuthatch Ltd

# BUSINESS

# Opportunity

**H**owever we do advise that as with any business opportunity, readers are advised to thoroughly investigate any information about the opportunity before entering into any agreement. Not all opportunities will suit all individual circumstances and therefore earnings from these businesses may be affected as a result.

In this issue we will feature Telecom plus - Utility Warehouse Discount Club.

The Utility Warehouse Discount Club offers savings on a wide range of utility services. You may not have heard of The Utility Warehouse as they rely on satisfied customers letting their friends and family know about the savings and services they offer.

“We are so confident in the savings we offer and the customer service we provide that there is no minimum contract term on most of the services we offer, so you can cancel at any time simply by giving us 30 days notice and returning our equipment”.

Whether you're seeking flexible home-based work, an additional profit centre for your business, a pension top-up or a complete change of direction, Telecom plus may offer the solution.

Go-Woman! is keen to highlight opportunities that enable individuals to take control of their lives whether that is working from home or an office and whether that is on a part time or full time basis.



**THE  
UTILITY  
WAREHOUSE**

Authorised  
Distributor



### Make Money

Benefits as stated by Utility Warehouse include:

- Substantial income potential by saving others money on services they already use
- Build your financial security - long-term monthly residual income
- Payment for results - generous bonuses paid monthly
- Substantial ongoing promotional bonuses (£250 - £20,000)
- Very low initial investment and no stock to buy
- Minimal financial accounting - no cash to handle
- No deliveries to make
- You in the driving seat - no bosses or employees
- Flexible time - work part-time or full-time
- No experience necessary
- FREE, full training and ongoing support - learn from the success of the Company's top performers
- 100% credible opportunity - Telecom plus is an ethical, profitable and stock market listed British PLC
- With Telecom plus there are no monthly qualifications required in order to receive an ongoing income, and you can start earning money from day one.

How do Telecom plus claim to help people save money?

- Free calls to friends and family (landline)
- UK's best value gas and electricity
- Great value internet services
- Huge mobile savings

To find out more logon to either [www.telecomplus.org.uk/gowoman](http://www.telecomplus.org.uk/gowoman) or [www.go-woman.com](http://www.go-woman.com)

**M**y name is Linda Holland and I am married with two energetic children of 6 and 7! I am a part-time legal secretary and have a busy social life.

I became a customer of The Utility Warehouse Discount Club through a friend's recommendation and the distributor who signed me as a customer told me about the business opportunity. At the time I was also a Virgin Vic consultant and thought I had no spare time to take on another business but I had a gut feeling about the company, looked into the business and went for it.

I felt very focused and excited on starting a new challenge in my life. I was slightly nervous but had lots of help and encouragement from my upline colleagues and the backing of the company, so felt confident that I had made the right decision and I have never looked back.

It has been so easy because you are not selling a product, you are just recommending savings on utilities that people are using day in day out. The best thing about it is that the business provides a residual income, in that every time a customer boils the kettle, makes a phone call, watches the television etc I get paid, each and every month.

It is also a viable business so if the worst was to happen, my children will still benefit in years to come from a residual income.

Two and a half years on I still work as a legal secretary but just concentrate on my Utility Warehouse business, fitting it in around the school run. I have learned that you need to set goals in order to succeed in business. What you put into it you get out of it. As well as a good income that is growing each and every month, I have earned free shares in the company and qualified for a 6 star cruise.

I have gained so much confidence, have a more positive outlook on life and met so many lovely people since I joined. It is the best thing I have ever done and I thoroughly recommend it.



*“...It’s tough going, balancing the course workload and running a business...”*

# LIVING ON THE *Edge*

In this regular column, Dee Jones aims to support, encourage, and reassure you – and to share the lighter side of the ‘ups and downs’ of business life. In this issue, Dee discovers what it’s like to grasp the bull by the horns – only to realise you’ve taken on more than you’ve bargained for!



Picture the scene. There I am, sitting petrified, white knuckled and trembling-lipped in the passenger seat of a 4x4 jeep, on the edge of an impossibly narrow and bumpy track which clings to the edge of a steep Cypriot cliff. Beads of nervous sweat are breaking out on the forehead of the man at the wheel – an experienced ex-rally driver who has finally met his match. Life, I think at this point, surely can't ever get this scary again...

The last time we spoke I was looking for a new business idea, and divine inspiration struck in economy class on my flight home from Cyprus. English language training! Of course! I could use it to help migrant workers, visiting company executives, maybe even to help people within our ethnic population right here in the West Midlands. The only difficulty was knowing where to start.

Following the advice from famous business people (who of course formed an orderly queue at my front door), I did some research. First, was there a market for these skills? (The answer was a resounding 'yes'). Second, what qualifications were available, and how could I get onto a course?

Gosh, talk about opening up a Pandora's box!! The more research I did the more confused I became! There were hundreds of courses, all called roughly the same thing, leading to some certificate or other (reliability and repute frequently unclear). Still, there are advantages to being a blonde sometimes, and in this case that meant that I had no qualms whatsoever about phoning up Birmingham University and asking loads of 'stupid questions'. The man there was terribly helpful, and I ended the conversation much clearer about things. And, an application form, an assessment day, and a tough interview later, I received a letter from my chosen language school offering me a place on a course! I couldn't believe my eyes! At interview I'd been really nervous and self-conscious. I was convinced I'd be turned down! But this was it, I was in, and on my way to starting my new business! All I had to do now was to complete a little 10 week course, and then I could get things going! As the saying goes, 'ignorance is bliss'...!

Fast forward nine weeks to today, and here I am, nearing the end of my course! It's tough going, balancing the course workload and running a business as well. And characteristically, I've increased the already considerable pressure by telling people what I'm doing. It seemed a good plan at the time in that it'd stop me from giving in and taking any easy ways out, but it's backfired a wee bit! My clients are really impressed (so I'd better pass!); I'm the girlfriend from hell (snappy, always working, not sleeping, you know the kind of thing. Like PMT but for a solid 10 weeks); and worst of all my USA-based mother is so proud that she's told everyone she knows – relatives, neighbours, and has even phoned up ex-boyfriends to tell them too! (No, I'm not kidding!)

But, even though it's hard, I feel like I'm really achieving something! For the first time in ages I'm really stretching myself. I've set myself high standards, and that really motivates me to keep going when I'm tired. There's a great rapport amongst the students on the course - it helps to know I'm not doing this all alone - and they're a group of people who will understand if I need someone to talk to. We even have a laugh too – if only through stress-induced hysteria sometimes!

And this isn't just about work anymore either. This is about me, what I like to do, and the fact that I'm interested in people and their lives. Other people really do inspire me to keep on making the most of my own life journey. Which takes us neatly back to my Cypriot 'cliff-hanger' story! I backed out of that particular road trip because it was too frightening. This time round, I'm seeing the journey through, and you know what? It's worth living through the scary bits!



Dee Jones works with small to medium sized businesses, helping them to grow by providing practical support and advice - delivered in her unique informal, down to earth style. She can be contacted at: [dee.jones@skillpoint.co.uk](mailto:dee.jones@skillpoint.co.uk)

# SALES

# SALES

# SALES

# *No Sales!*

Losing or struggling to find sales for a small business is like losing blood. If you don't do anything about it, your business will inevitably die.



**T**his can happen for many reasons including, the lack of know-how about the way forward, or not realising where you are going wrong, or whether what you are doing, is the right thing, but you are doing it the wrong way.

So what are the key areas where new business owners get their sales efforts wrong, where people just refuse to buy from them, no matter what they try?

## **Here are 10 points to help you increase your sales**

*Are you offering your customers too many options?*

It's human nature, the more options customers have presented to them, the less they will buy. This is due to the fact that when people have too many choices, they find it difficult to make a decision.

Wherever possible, try to narrow the choices your customers are faced with so their buying decisions are simpler and easier to make.

*Are you always offering the cheapest prices?*

If being the cheapest on the market were the secret to selling more, only businesses with the cheapest prices would survive and we all know that is not the case. Most people have a keen eye for quality and are more interested in value for their money.



*“...People have a keen eye for quality and are more interested in value for money...”*

Is your sales pitch or marketing message far too boring?

Would you buy from someone that puts you to sleep!! If you can get yourself or your marketing message in front of a customer, make sure your sales pitch is compelling, interesting, educational, articulate or even fun.

Whatever your pitch, make sure you don't bore your customers to tears. It's almost certain that they won't buy from you if you do.

People buy from people they like and trust, and people who are like them. Spend time building a rapport with potential customers.

Are you over-confident about your product or service?

We are all precious about our business. This leads to a false sense of security, which leads to complacency in marketing which leads to poor sales materialising. Do your market research well. There maybe a need for a service or products you want to offer but is there a market for it i.e. will people actually buy it and at the price you want to charge? How do you compare to the competition?

If people do not have a need or a problem that needs to be resolved then no amount of effort will make a sale.

Spend time talking to prospects about what the real issues are – remember that often what someone tells you initially is the problem can hide something else underneath. Practice active listening skills and be honest with people – if you cannot help them, then say so. They are much more likely to remember you when they do need your product or service as you were honest with them.

They may not have the budget to buy your product or service.

Depending on what it is you are offering, customers may or may not have set aside a budget for your particular product or service. If they do not have a budget and are not willing to find the money for the product or service then there will be no sale!

Don't waste your time! Everyone may not be able to afford your product or service so make sure you target the right potential customers in the first place.

The person you are selling to may not be the actual decision maker.

Find out who is the decision maker and make sure you are clear about who else is involved in the decision making process and arrange meetings with them too. Don't get caught up in long decision processes because the matter has to keep being referred to someone further up the line.

Do you have a prospecting plan and do you stick to it?

There are many ways to attract new prospects (cold calling, networking, email, direct mail, seminars, etc.)

Exactly how many of these do you need to do each month/week/day and do you really carry it through? Everyone hates cold calling but the more you do the more at ease you become. If you never do any prospecting then you will never have any new customers! Ask yourself how many potential customers did I contact today?

Get feedback

Get feedback from people who did not buy from you – ask them to help you with your market research. You could say things like “Would you mind sharing with me what persuaded you to decline/buy from ABC company etc” You might be surprised at the response; as it may be nothing to do with your product or service not being good enough/competitive enough!

And finally:

Just because a potential customer is not interested in what you have to offer today does not mean that they will never be interested. Circumstances change so keep in touch with them, via newsletters, occasional phone calls etc.

You never know when they might need you so make sure they remember you!



# Nuthatch Ltd

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Women's Independent Networking Groups

Are you a businesswoman interested in promoting your business through word of mouth?

Would you like the opportunity to meet regularly with other businesswomen in a friendly and supportive environment?

If the answer to either of these questions is yes then wings is for you.

Wings is the Women's Independent Networking Groups. Our members share ideas, offer support and advice and more importantly, provide business opportunities and useful contacts for one another.

Meetings are held once a month from 10am – 12noon (including buffet lunch) and we currently have groups running in **Stoke on Trent, Cannock, Tamworth, Walsall and Leicester.**

For more information contact Carmen MacDougall on **07967 332915** or Carol Garrington on **01902 791809**



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We're an independent membership association with a wealth of varied business experience working to help women of all ages, backgrounds and professions grow and develop in a friendly supportive atmosphere. We work hard to ensure value for money, high calibre of speakers and venues to support you, your friends and colleagues across the region.

Meeting at least once a month we share experiences, hear inspiring speakers, keep abreast of legislative and other issues affecting our work and lives, in good company, excellent surroundings, good food, drink and ambience.

Established in 1990, we offer a varied regular event programme welcoming women from all walks of business, working for others or yourselves.

For more information, see [www.wiba.co.uk](http://www.wiba.co.uk) or contact Janette Rawlinson, Chair tel 0121 502 4902 or Teresa Ahern, administrator tel 0121 243 9362.



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website: [www.go-woman.com](http://www.go-woman.com)



# Distributors Needed

Do you want to earn a little bit of extra cash and want the flexibility to do that when it suits you?



Go-Woman! are looking for individuals to distribute the Go-Woman! magazine in the West Midlands.

Distribution is through local schools, community centres and local events.

The magazine is distributed on a quarterly basis.

To find out more contact Go-Woman! on:

**0870 803 5512**