

THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND



Newsletter of The Marketing Association
of Australia and New Zealand

Issue #050201, February 2005

Editorial

Customer Service???

With the launch of our new web site format (see below) we had planned to include a recommended services section. Not just a way to make some money for the Association (not what we wanted to do anyway) or save some money for our members (that's acceptable) but a genuine recognition of value offers that we have used ourselves and can genuinely recommend.

One of the potential provided came to us well recommended with virus detection program. Our use of this product and our contacts with the company gave us every hope of including them in our Recommended List. But alas...

We recently bought another of their products which aims at eliminating Spyware. It didn't seem to work all that well when we were invaded and hijacked 3 times in as many weeks. On each occasion we contacted the company (an Australian firm). On each occasion we received no reply until we re-contacted them. On each occasion we received little real practical assistance. Certainly the final comment after the first instance was "with this product installed, you should not have a problem" Guess what?

To shorten the storey, after our last adventure we re-contacted them and having pointed out our previously stated intentions of recommending them, that we were really annoyed by their lack of response. Got a response (with my name spelled incorrectly) which really offered no assistance. Our last email to them said not to contact us if they had no intention of being of assistance. I guess that's what they felt too – as they didn't reply.

I know that this wasn't an isolated instance. IT is, I believe a shorthand that means, 'will not be really helpful'. I know that we all suffer from this basic lack of service.

I know we all make blues on occasion, but we, as marketers, at least welcome the opportunity to fix them. But far too many of these turkeys have no idea about the reasonable expectations of their customers.

I would value hearing of your own experiences and your suggestions on how to improve CS, if you have the time.

PS The folk who finally fixed the problem removed the offending software and the problem also went away. Perhaps that why they couldn't help? Happy to share our experiences with you if you are interested – send me an email.



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New Web Site

Its there – Go and have a look www.marketing.org.au. Help us with the fine tuning. Let us know what you think.

Brian Monger (Dr.)
Executive Director

Quotations

"For last year's words belong to last year's language; and next year's words await another voice."

Creativity is the power to connect the seemingly unconnected."

"There's nothing more dangerous than an idea, when it's the only one you have."
- Emile Chartier

"For last year's words belong to last year's language; and next year's words await another voice."
David Ogilvy

As we live, so we learn.
Yiddish Proverb

Use your own best judgement at all times.

Nordstrom Corp. ompany's Policy Manual

One quality that has brought many executives up to their present positions is their ability to handle emergencies and to work under pressure. But an executive, in order to grow and endure, will soon find it imperative to concentrate on the elimination of emergencies.

E. B. Osborn President, Economics Laboratory, Inc. *Executive Development Manual*

The style of participative management is at its best when the supervisor can draw out the best in his people, allow decisions to be made at the point of influence and contribution, and create a spirit that everyone is in it together and that if something is unknown, they'll learn it together.

Joseph A. Raelin Boston College School of Management *Clash of Cultures: Managers and Professionals* (Harvard Business School, 1986)

Whenever we find ourselves more inclined to persecute than to persuade, we may then be



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certain that our zeal has more of pride in it than charity.

Charles Caleb Colton, c. 1780-1832 English cleric, sportsman, and wine merchant *Lacon*

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Still trying to make the 4 (or 7) P's Work?

To move your marketing thinking and performance into the 21st Century and have a great time doing it

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From the News

Ninemsn Searches for Way to Topple Google

Garry Barker [Source](#)

Microsoft's heavily promoted launch this week of its new internet search engine, aimed at toppling Google, has failed so far to affect the share market's love affair with its target.

As investors saw it, the search engine war had broken out in earnest, a fight for a global internet advertising prize worth billions of dollars a year - and Google still looked the best bet. The boost to Google stock came as the company reported a sevenfold increase in quarterly earnings, year on year, while sales of ads more than doubled to \$US1 billion (\$A1.3 billion) in the fourth quarter just closed.

"More people worldwide are using Google and they are each spending more time with it," said Google chief executive Eric Schmidt yesterday. "Advertisers are bidding higher because they understand the value of clicks better."

Sensis marketing manager Greg Ellis claims 4.8 million unique users of his online services each month. Google Australia, he says, has about 2.5 million revenue-earning visits and ninemsn 800,000.

Total visits to Google and ninemsn are greater than these figures, but surveys show a high percentage are non-commercial "library" visits that do not earn money.

Search is now the hot centre of internet investment. Microsoft has spent more than \$US100 million (\$A129 million) developing its search engine, and even larger sums are being poured into market and feature development by all the major players.

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ESOMAR Appoints New Director General

Véronique Jeannin has been appointed as the new Director General of ESOMAR. She will join the World Research Association in March. Véronique Jeannin (47), who is French, started her professional career as an international law consultant in 1981. From 1985 onwards she has been engaged in a number of international marketing and multicultural management functions in major blue chip

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companies, focusing from Paris, London and Geneva on various markets from Western, Eastern Europe and Africa. From 2000 onwards Véronique Jeannin was the International Marketing Director based from the Headquarters in Lausanne (CH) for Eden Springs Europe which became Danone Springs of Eden in 2003. She brings with her a wealth of business, marketing and representation experience.

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US Reversal on Farms

Samantha Maiden and Robert Clow [The Australian](#)

Australian farmers could reap big dividends from the Bush administration's "monumental" decision to slash US farm subsidies in an effort to reduce Washington's budget deficit, Trade Minister Mark Vaile predicted last night.

Deep cuts in US farm and commodity programs were expected in the new Bush administration budget, limiting subsidies to individual farmers that can run up to \$US2 million (\$2.588 million) a year to just \$US250,000 in some cases.

Mr Vaile last night hailed the proposal as a significant breakthrough for Australian farmers, but warned it would face strong resistance from the US farm lobby.

The New York Times reported at the weekend that the major shift in US policy would inject greater market forces into the economy, with White House officials predicting the proposals would cut annual federal payments by \$US587 million and save \$US5.7 billion over the coming decade.

President George W. Bush's plan to cut farm subsidies has been prompted by the US's massive \$US427 billion budget deficit - an imbalance that has been swollen by the administration's tax cuts and the heavy cost of the Iraq war.

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Consumer Sentiment Strong

[AAP](#)

Consumer sentiment eased modestly in February on interest-rate-rise speculation, but confidence continued to remain near record highs.

The Westpac Melbourne Institute of Consumer Sentiment fell 0.6 per cent in February to 122.8 – the third highest level in the 30-year history of the survey.

Westpac global head of economics Bill Evans said very strong employment conditions; a rising stock market and anecdotal evidence of a stabilising housing market supported the high sentiment levels.

He said inflation was higher than expected in the December quarter, which had prompted some rate rise speculation. "However, consumers appear to have been unaffected by the development," Mr Evans said.

The survey found less people thought it was a good time to buy a major household item, while consumers were also guarded about the current state of the family finances compared to a year ago. Despite this, consumers remain extraordinarily optimistic, Mr Evans said.

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The median population — the age at which half the population is higher and half lower — is 36.1 years. In 1983, it was 30.2 years.

Australians are living longer, spending more time at work, growing wealthier, are better educated, more likely to go to jail, more likely to get divorced, less likely to get married, spending more time browsing the internet and are more likely to have a job.
But are we better off?

According to traditional economic measures of wellbeing, such as gross domestic product, the answer is, unequivocally, "yes".

The Bureau of Statistics' Year Book Australia 2005, released yesterday, shows that since 1994, real GDP has grown at an annual average rate of 3.8 per cent - a faster pace than the United States, the United Kingdom, Japan and Canada.

Drawing on the work of Nobel prize-winning economist and philosopher Amartya Sen, Treasury is now developing a new framework to measure wellbeing focusing on five areas: freedom and opportunity, consumption, equity, risk and complexity.

The 2005 yearbook asks the difficult yet important question: is life in Australia getting better? Australia is certainly getting wealthier.

Despite the ageing of the population, death rates are falling. In 2002, there were 665 deaths per 100,000 people, 21 per cent fewer than in 1992. The main reason is that Australians today are much less likely to die from cancer and heart disease - the two biggest killers.

However, by other measures Australia could be going backwards.

A full-time worker spends an average of around 41.4 hours a week at work, compared to 38.7 hours two decades ago. There has also been a sharp rise in the number of people working 60 hours. Marriage rates are at a record low, while divorce rates are at the highest level since the mid-1970s, when Gough Whitlam introduced no-fault divorce laws.

Snapshots:

1. The median age of an Australian woman giving birth is 30.2. In 1982, it was 26.8.
2. The fertility rate of women at 40 and over has doubled in the past two decades from 1.3 babies for each 1000 women in 1982 to 2.6 babies.
3. Our national fertility rate is 1.76 babies per woman, below the world's average. Hong Kong has the lowest (one) while Niger has the highest rate of eight babies per woman.
4. The life expectancy of a newborn boy has jumped from 55 years in 1901-1910 to 77 today. The life expectancy of girls has risen from 59 years 100 years ago to 83.
5. The life expectancy of Australians is among the highest in the world, behind only Japan, Hong Kong and France.
6. The median population - the age at which half the population is higher and half lower - is 36.1 years. In 1983, it was 30.2 years.
7. The proportion of the population aged over 50 is projected to rise from 29 per cent now to between 46 and 50 per cent by 2051.
8. Australia's population increases by one every two minutes and nine seconds.
9. The median age of brides at first marriage is 27.1 years while grooms have a median age of 29.0 years.
10. The number of childless couples grew by 30 per cent in the past decade, while one-parent families grew by 38 per cent. Families consisting of couples with children dropped from 54 per cent in

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1991 to 47 per cent.

11. Marriage rates are down to 5.4 marriages per 1000 people, compared to the World War II peak of 12 marriages per 1000 in 1942.

12. Swimming is the favoured sport for Aussie children with 17 per cent making a splash followed by 13 per cent playing soccer.

13. About 95 per cent of Australian households recycle their rubbish, with Victoria, the ACT and South Australia having the highest rate of 99 per cent.

14. Indigenous Australians make up 2.4 per cent of the population. Their median age is 20.5, 15.6 years lower than the rest of the population.

15. Australians born overseas make up 22 per cent of the population.

Forty-three per cent of those born overseas were from Britain, New Zealand, Italy or Vietnam.

16. There are 5.2 million internet subscribers in Australia and 694 ISPs (internet service providers).

17. The highest recorded temperature in mainland Australia was 53.1 degrees at Cloncurry in Queensland in 1889. The lowest of minus 23 degrees was recorded at Charlotte Pass in the Snowy Mountains in 1994.

18. Australian men work an average of 38 hours a week while women work 27.7 hours.

Thirty-seven per cent of employees regularly work overtime, an increase of 4 per cent in three years.

19. The number of women in prison has increased dramatically with 20.4 per 100,000 adult women compared to 11.5 a decade earlier. Women still account for only 7 per cent of Australia's prison population.

20. The number of deaths from cancer has dropped by 10 per cent over a decade while deaths from heart disease have fallen by 41 per cent.

Cancer and heart disease account for half of all deaths.

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Discounting a Costly Tactic for Retailers

Wendy Frew [Sydney Morning Herald](#).

Retailers who have indulged in heavy discounting and big pre-Christmas sales are playing a risky game that could cost them dearly in years to come, according to one company that says it has been hit hard by such strategies,.

Department store rivals Myer and David Jones have been engaged in a sales battle since mid-2003, after Myer managing director Dawn Roberts threw the traditional sales calendar out the window in a bid to win market share.

But that frenzy of discounting has spread to other parts of the retail sector, making it harder for retailers to mark goods at full price and keep control of their margins, according to Miller's Retail chief executive Gary Perlstein. "The worst thing is you condition the consumer to wait for the sale, to wait for the discount, and if you do that you are not building a business for the long term," Mr Perlstein said on Friday, after slashing his own profit expectations.

"If you engage in that strategy and level of thinking it takes years to reverse it," he said.

"It is fantastic for the short term but, because my management and I are planning the business for the long term, we dare not do that."

Harvey Norman has also criticised the pre and post-Christmas sales strategies adopted by Myer and David Jones, although it claims they mostly hurt smaller retailers.

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New figures from the advertising watchdog are set to confirm that men are gradually catching up with women when it comes to complaining about sexist advertisements.

Until now, women complainants have outnumbered men by two to one, but new figures from the Advertising Standards Bureau, to be released early this year, will show this ratio is steadily dropping as men rail at ads that offend them.

The depiction of sex or nudity and the stereotyping of the sexes - the two dominant issues - account for more than half of all complaints, according to the bureau. Bureau statistician Neale Apps could not explain why Australian men had finally found their voice.

"I can only think that they are no longer embarrassed about complaining," he said.

In the past, men accepted sexist portrayals because the advertisements were passed off as a joke, said Mike Morrison, strategy director at advertising agency Young & Rubicam.

"Masculinity has changed so much since the days of the VB commercials, which revolved around traditional Australian male values," he said. "Now there are so many different sides to men that if advertising doesn't reflect that then men take umbrage."

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Record Year for Retailers

Susannah Petty

Australia's regional shopping centres have notched their strongest trading year on record, with department stores leading the charge.

In its Retail Averages report released this week, property consultancy UrbisJHD found that regional shopping centres generated an average \$324 million in turnover for the year to June 30. The figure is up 6.2 per cent from the previous year - good news for tenants and landlords.

Victoria was one of the more sluggish states, but still recorded a total climb in turnover of 4.9 per cent. Nationally, department stores stood out as they managed to improve productivity - roughly measured as sales per square metre - by 5.6 per cent over the financial year.

Speciality retailers - the bread and butter of the unit prices of shopping centre property trusts - enjoyed a strong year. UrbisJHD found that small shops lifted productivity by 4.2 per cent on average across Australia. This helped drive their occupancy cost ratio down from 16.1 per cent to 15.6 per cent. As such, rents should rise over the next year.

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Ideas

Dealing With Failure

What makes the difference between ordinary and extraordinary, between average and excellent, mediocre and superb?

The line that separates those who achieve from those who don't is different perceptions and responses to what many people consider failure. Nothing else has such a dramatic impact on people's ability to achieve and to accomplish their goals.

There are thousands of ways to become a winner

When a situation or a circumstance happens and it doesn't appear favourably for me at that moment, learn to detach and pull back, instead of over-reacting to the circumstances. By detaching, try stepping back and accepting that there are many situations you cannot change but you can definitely change how you view them, especially related to what most people perceive to be failure.

Did you fail? Have you really? Did you really fail?" What did you gain, who did you meet, how did it develop character, what happened because of the situation?

As every door that closes, another –(perhaps even a window)

The reason the failure rate is so high in free enterprise is that we as a society are not prepared and not mentally conditioned to deal with the inevitable emotional roller coaster of entrepreneurship. We are taught through education, training, college, other schooling and on the job training to become good employees. We end up learning job skills, not the free-thinking skills that lead to success as an entrepreneur. Most of all we are not taught how to look at our mistakes and failures properly.

We need skills such as developing a belief, understanding how to market ourselves, how to be consistent, how to be self-motivated over time to create what is called "Internal compounding"

Internal compounding really begins with you becoming comfortable with yourself, becoming the person you deserve to be, really having a belief in yourself, a sense of certainty that no matter what obstacles, what challenges, what hurdles arrive in your way, you begin to turn these roadblocks into building blocks.

Do not compare yourself to others. You never know the price someone has paid to get to their promised land, and they did pay it at one time or another. Even the statement, "paying the price" is unusual. Most importantly, it is imperative that you start to view your past failures differently and change how you view challenges and obstacles that face you today and in the future.

People quit too soon. They give up before barely getting started and go back to what already wasn't working for them, giving up on their dreams. If you don't have dreams, you end up working for people who do.

Success isn't always easy, is it? It's not a sprint, it's a marathon. Most people quit in free enterprise in their first 90 days, six months or one year. This is a usual pattern; they don't stay in the game long enough to learn the survival skills required to win the game of their life. They dabble, they give it a shot, they try, they wish, they hope, they'd like to, they think about it, they take little action, get their

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feelings hurt, test the water and, most of all, treat it like a hobby, then it costs them enough money, so they quit.

Success is about going through mind shifts, evolutions of new consciousness, getting out of the box, off the sidelines and into the game. It is the opportunity to win the game of life on your terms, in your time frame. Quitters never win and winners never quit. Winners learn how to fail more intelligently. Isn't it time you learned how to treat failure differently? Isn't it time you changed how you've been changing?

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Forcing Brands into Early Retirement

Few marketers can forget when in 1993, the death of brands was predicted after Philip Morris announced it would slash the price of Marlboro cigarettes to position the label more competitively against cheaper, generic rivals. More than a decade later, brands are still alive. But there may be a new executioner behind the shroud: the brand manager.

Several years ago, Unilever, wishing to reduce brand redundancy in the countries in which it operates, announced its decision to shrink its brand portfolio from 1,600 brands to 400 superbrands. Japan's cosmetic giant Shiseido is reportedly now planning to cut its brand portfolio by 75 percent. Recognizing that its top ten brands account for half its sales, P&G is now focusing most intently on fourteen of its approximately 300 brands.

In the U.S. megastores like Wal-Mart have opted to carry only the leading one or two brands (plus perhaps a private label) in any given product category, with the result that less profitable brands are being squeezed out of an increasingly less diverse market.

The trend goes far beyond volume discount stores. Automobile manufacturers, seeking economies of scale, routinely attempt to use the same parts in many different vehicles, while producing more than one model on a single assembly line. The result has been, in several cases, increasingly indistinguishable—and unprofitable, car brands.

In the December 2003 issue of the Harvard Business Review, Professor Nirmalya Kumar of the London Business School argued that companies can often achieve greater economies of scale, corporate growth and profitability by reducing the number of brands in their portfolios. According to Kumar, once any unprofitable brands have been killed off, companies are left with more freedom to invest in the growth of their remaining brands.

Arguing that any decisions to delete brands must ultimately be based on profitability, Kumar provides the following list of questions to help brand managers identify any brands ripe for deletion. According to the author, the more "yes" answers these questions elicit, the greater the justification for killing off brands.

- 1) Are more than 50 percent of the company's brands laggards or losers in their categories?
- 2) Is the company unable to match its rivals on marketing and advertising for many of its brands?
- 3) Is the company losing money on its small brands?
- 4) Does the company have different brands in different countries for essentially the same product?

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- 5) Do the target segments, product lines, price bands, or distribution channels overlap to a great degree for any brands in the company's portfolio?
- 6) Do the company's customers think its brands compete with each other?
- 7) Are retailers stocking only a subset of the company's brand portfolio?
- 8) Does an increase in advertising expenditure for one of the company's brands decrease the sales of any of its other brands?
- 9) Does the company spend an inordinate amount of time discussing resource allocation decisions across brands?
- 10) Do the company's brand managers see one another as their biggest rivals?

Although this set of questions specifically addresses the reduction of brands in a corporate portfolio, Kumar says it can be adapted to the deletion of individual brands. "Question 1 becomes: 'Is the brand a laggard in the category'; Question 2: 'We do not anticipate having the scale to match our rivals on marketing and advertising'; Question 3: 'We cannot see how to make the brand profitable'; and so on," explains Kumar by email correspondence.

Having identified the underachievers, Kumar next advises the company to merge, sell, "milk" or simply eliminate them. Any brands that have trouble competing for shelf space and buyers are simply dropped. (Legal rights to the discontinued brand must be kept lest the dead brand later come back as a rival.)

Martin Roll, founder and CEO of VentureRepublic, a branding advisory with offices in Singapore and Denmark, says: "Basically, I believe that most brands in most categories can be revitalized, but it requires that the product/service it represents is still up to speed, relevant, competitive etc.... [T]he brand could have lost relevance, touch, edge and all that, and it might be feasible to abandon it. If this is the case, I would look at the following factors which could be reasons to stop the brand management efforts of that brand:

- 1) It costs too much to revitalize/rejuvenate compared to the ROI of alternative investments of the budget.
- 2) The brand has got such negative connotations that it is one long uphill battle to fight back to normal.
- 3) The brand portfolio has become too large/too widespread [such that] individual brands might have suffered.
- 4) Similarly new brands in the company portfolio serve needs better than the brand in question.
- 5) The organization does not understand/believe in the brand (right or wrong) so back-up is slim."

There is little question that brand migration patterns need to be thoroughly understood before a brand is deleted. In an article that appeared on DMReview.com (April 2004), Imhoff wrote that brand managers need to understand the relationships not only of the customers to any brands marked for deletion, but also the relationship of those brands to the retained brands. She also pointed out that there may be relationships that, if interrupted, could hurt the retained brand.

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You've got it exactly."

4. Earn the right to sell

Only when you and the customer completed a thorough "examination" and have mutually agreed on the "diagnosis" you are in a position to begin talking to the customer about your product or service. In general terms, this means that you can not pull out your brochures and price lists and begin telling the customer how your product or service can solve his problems or achieve his goals until about seventy percent of the way through the sales conversation. Until then, you have not yet earned the right. Until then, you don't even know enough to begin an intelligent presentation without embarrassing yourself.

5. Be a good listener

The more and better you listen, the more and better people will like you, trust you and want to do business with you. The more they will want to get involved with you as a person and the more popular you will be with them. Excellent listeners are welcome everywhere, in every walk of life, and they eventually and ultimately arrive at the top of their fields.

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Achieving Your Goals

These steps will help you achieve your goals

- 1. Make the commitment to reach your goal.** "One person with a commitment is worth a hundred who only have an interest." Mary Crowley.
- 2. Commit yourself to detailed accountability.** Record your progress toward your goals every night, and list the six most important things you need to do the next day. Daily discipline is the key to reaching your goals.
- 3. Build your life on a solid foundation of honesty, character, integrity, trust, love, and loyalty.** This foundation will give you an honest shot at reaching any goal you have set properly.
- 4. Break your intermediate and long-range goals into increments.**
- 5. Be prepared to change.** You can't control the weather, inflation, interest rates, Wall Street, etc. Change your decision to move toward a goal carefully--but be willing to change your direction to get there as conditions and circumstances demand.
- 6. Share your "give-up" goals** (i.e., give up smoking, being rude, procrastinating, being late, eating too much, etc.) with many people. Chances are excellent they're going to encourage you.
- 7. Become a team player.** Remember: You can have everything in life you want if you will just help enough other people get what they want.
- 8. Visual the achievement** . In your imagination see yourself receiving that diploma, getting that job or promotion, making that speech, moving into the home of your dreams, achieving that weight-loss goal, etc.

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cost of your broadband connection.

First, you need decent bandwidth. We tested all products on a 512Kb (kilobit) ADSL broadband connection (upload 128Kb) and found, even at this level, that voice quality drops whenever you start downloading something. Voice quality can also vary depending on the time of day, and calls can drop out without warning. Bear in mind that VoIP sends data in both directions, so you'll need to check whether your ISP includes uploads in your "download" limit.

Many VoIP products also give you a "real" number so others can call you, but since this number isn't tied to a specific residence, emergency services aren't able to get your location from your caller ID.

Importantly, you can cancel your existing landline without disrupting your ADSL service, which uses a different portion of the phone line. If you make regular international calls, it's worth considering one of the following services.

Like all phone deals, read the fine print and be aware of the costs for which you will be liable. You stand to make real savings with VoIP - as long as you don't mind the lower audio quality.

Comparison of 4 services

Engin Voice Box

Set-up costs: \$149 for hardware
Local calls: 10c untimed
Calls to mobiles: 30c/min
International calls: 5c/min (US and UK)
Flagfall: first minute for timed calls
Monthly fee: \$19.95 (basic)
Website: www.engin.com.au

Engin's Voice Box is a VoIP gateway between your regular phone and broadband connection. You'll need a network router or Ethernet modem to plug the box into, but setting up is relatively easy after that. Call rates are competitive and about half that of the Mail2Speak service, but you're hit with a \$19.95 monthly charge that doesn't include calls (\$29.95 and \$49.95 bundles that include calls are available).

Calling other Engin customers is free and dialling other capital cities (from a capital city) is charged as a local call, which is great for those running home businesses. Timed calls have a flag fall of the first minute (whether you use the full minute or not) and then per second after that.

The Voice Box is best suited to those wanting to replace their existing telephone service altogether.

Mail2Speak

Set-up costs: none
Local calls: 11c/min
Calls to mobiles: 45c/min
International calls: 10c/min (US); 11c/min (UK)
Flagfall: none
Monthly fee: US95c only in the months you use it
Website: www.mail2speak.com



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This service works like an operator: enter the receiver's phone number, click on the "call me now" button and your phone rings within a few seconds. It dials the receiver's number then connects the call. Based in the US and designed to complement your existing phone, it's cheaper to make international calls than local ones.

The other part of the service lets you record messages and send them to up to 50 email addresses via its website. Works well enough and doesn't require additional hardware or set-up costs, just your PC, a browser and internet access. Messages are charged at US4c/min plus a US10c "recording fee". Billing is in US dollars so actual charges are subject to currency fluctuations.

The rates aren't fantastic but minimal commitment means it's an easy and low-risk way to try out VoIP. It does not rely on your internet connection and you don't need broadband to use it.

MyNetFone-IP

Set-up costs: \$149 for hardware (includes \$10 call credit)
Local calls: 10c untimed
Calls to mobiles: 29c/min
International calls: 2.8c/min (US)
2.5c/min (UK)
Flagfall: none
Monthly fee: \$10 or \$20 worth of calls
Website: www.myfone.com.au

The MyNetFone-IP is similar in structure to the Engin Voice Box, but the VoIP gateway is built into a large-buttoned corded telephone. It's the easiest of the lot to set up because you only need to connect the phone directly to a router or modem and you're ready to go. The \$149 entry fee gets you the phone plus the first month's call credit "fee" worth \$10. After this, you can choose whether you want a minimum commitment of \$10 or \$20 worth of prepaid call credits a month. Unlike Engin, all of this goes towards your calls, so even though the call rates are similar, you don't have the overhead of a monthly charge just for having the account.

Calls to other MyNetFone customers are free. Retrieving voicemail is charged at 5.5c/min. The MyNetFone-IP is ideal as a second line since the phone is included and monthly commitments include call costs and are much less than Engin's package. Voice quality was patchy on occasions.

Freshtel FT102 USB handset

Set-up costs: \$129 (includes \$10 voucher)
Local calls: 6.9c/min
Calls to mobiles: 30c/min
International calls: 6.9c/min (US and UK)
Flagfall: none
Monthly fee: none
Website: www.freshtel.net

Freshtel's free Firefly software is like Skype. It lets you make free calls to other Firefly users through an instant messaging-style interface. Just download the software, install it and register your details to obtain an eight-digit phone number from Freshtel.

The FT102 USB handset is a hardware extension of the Firefly software and saves you from using a



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microphone or headset. It looks like a mobile phone and is powered entirely through a PC's USB port. The keypad and LCD screen make it easier to use than just the software alone and a \$10 call credit voucher is supplied for making regular calls. The voice quality is among the best. The lack of monthly fees is offset by higher call rates and local calls are timed, so this one is best suited to those who mostly need it for international calls.

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Tips for Successful Business Networking

Effective business networking is the linking together of individuals who, through trust and relationship building, become walking, talking advertisements for one another. Keep in mind that networking is about being genuine and authentic, building trust and relationships, and seeing how you can help others.

Ask yourself what your goals are in participating in networking meetings so that you will pick groups that will help you get what you are looking for. Some meetings are based more on learning, making contacts, and/or volunteering rather than on strictly making business connections.

Visit as many groups as possible that spark your interest. Notice the tone and attitude of the group. Do the people sound supportive of one another? Does the leadership appear competent? Many groups will allow you to visit two times before joining.

Hold volunteer positions in organizations. This is a great way to stay visible and give back to groups that have helped you.

Ask open-ended questions in networking conversations. This means questions that ask who, what, where, when, and how as opposed to those that can be answered with a simple yes or no. This form of questioning opens up the discussion and shows listeners that you are interested in them.

Become known as a powerful resource for others. When you are known as a strong resource, people remember to turn to you for suggestions, ideas, names of other people, etc. This keeps you visible to them.

Have a clear understanding of what you do and why, for whom, and what makes you're doing it special or different from others doing the same thing. In order to get referrals, you must first have a clear understanding of what you do that you can easily articulate to others. Be able to articulate what you are looking for and how others may help you. Too often people in conversations ask, "How may I help you?" and no immediate answer comes to mind. Follow through quickly and efficiently on referrals you are given. When people give you referrals, your actions are a reflection on them. Respect and honour that and your referrals will grow.

Call those you meet who may benefit from what you do and vice versa. Express that you enjoyed meeting them, and ask if you could get together and share ideas.

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Event

Said Studio, in association with the (Australian Graphic Design Association)
invite you to attend Creatively Cruisin':

a social event on Sydney Harbour bringing creative industry people together for a chat and a few drinks.

Being intrinsically interwoven, we believe all our various disciplines can benefit from the sharing of ideas and knowledge, so please come along and share your wisdom, gain some insights, meet new clients, meet new suppliers and meet new friends.

It's about communication. It's about community.

Thursday 24th February 2005
Darling Harbour (King Street Wharf)
6.45 for 7.00pm Departure
President of AGDA

Buffet Dinner; Champagne, Beer, Wine, Orange Juice & Soft Drinks
11.00pm Return

Cost \$88

Bookings Robyn (2) 9955 3955 Facsimile (02) 9955 0566 Email secretariat@agda.com.au