

THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND



Newsletter of The Marketing Association
of Australia and New Zealand

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Editorial

As previously foreshadowed, MAANZ has increased its backing of a commitment to true professionalism.

CCP – The Mark of a True Professional

Many people simply don't realise the difference between professionalism based on an over-riding commitment to society and the profession (as exemplified by the established professions such as Law) and being qualified, hard working and committed.

For years I have had people explain to me how they see themselves as real professionals. Sure they are committed – but first to themselves making a buck! That is not inspiring or confidence to employers and clients who know that they are coming second to ambition and profit making. True Professionals must also make a living and even very good incomes – but they make it after consideration of their commitment to wider social, professional and ethical responsibilities. It's what gives such professionals such good standing in all communities.

Of course MAANZ has a Code of Conduct, but it is only a general overview and specific to marketing activities. We think it is a good C of C. All similar bodies have one - they generally range from 1 to 3 pages. At least MAANZ is serious about ours.

As part of our commitment to professionalism - MAANZ has become one of the founding members of a new international body – **The Institute of Chartered Professional Practitioners**.

The **Chartered Professional Practitioner (CPP)** will be a true professional – having undertaken a **course in professional ethics and practise as part of the application process** (on-line course and part of a very reasonable 2 year fee).

CPP's will have to show not only appropriate qualifications and experience but also complete this course and sign an agreement to practise in accord with the Charter.

This will not be any more onerous than the professional conduct expected of other true practitioners such as Doctors and Lawyers. But it will be a quantum leap over any that we are aware of in general business based associations.

The result will be true **professionals from many fields** (not just marketing) who will bear the title of **Chartered Professional Practitioner (CPP)** and gain the standing and kudos that this will bring.

"The concept of professionalism has developed over the centuries to meet a public need for services to be determined on an ethical and professional basis. Traditionally, this has involved the provision of advice and representation to protect or advance the rights and property of a client or employer by a



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trusted adviser with whom the client or employer has a personal relationship and whose integrity, competence and loyalty are assured.” ICPP Charter

“Chartered Professional Practitioners and the quality of service they provide will command the confidence and respect of the public and their industry. This can only be achieved if Chartered Professional Practitioners establish and maintain a reputation for both integrity and high standards of professional skill and development. Professional Practitioners of many countries in the world, despite differences in their systems, practices, procedures and customs, have all imposed upon themselves substantially the same basic standards. Those standards invariably place their main emphasis on integrity and competence.” ICPP Charter

A draft of the Charter will be placed on our website for comments by MANNZ members (who by becoming CPP’s will automatically be upgraded to Associate Fellow standing). Any other reader having an interest in true professionalism should contact me (information@marketing.org.au)

Brian Monger (Dr.)
FMA CPP
Executive Director
MAANZ

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Organize your thoughts. The most common source of confusing messages is unclear thinking. We have an idea we haven't thought through. Or you have so much you want to say that you can't possibly say it. Or you have an opinion that is so strong you can't keep it in. As a result, you are ill prepared when you speak, and you confuse everyone. The first rule of plain talk, then, is to think before you say anything.

Say what you mean.

Say exactly what you mean

Get to the point as soon as possible.

Obviously it is good to frame an idea, but don't beat around the bush. If you want someone to buy something, ask for the order. If you want someone to do something, say exactly what you want done.

Be concise.

Perhaps there are too many words in the world – but never enough to waste. Confusion grows in direct proportion to the number of words used. Speak plainly and briefly, using the shortest, most familiar words.

Be real.

Each of us has a personality -- a blending of traits, thought patterns and mannerisms -- which can aid us in communicating clearly. For maximum clarity, be natural, and let the real you come through. You'll be more convincing and much more comfortable.

Speak in images.

Words that help people visualize concepts are tremendous aids in communicating a message.

Learn that communication is also about listening, looking and learning

Sending messages is only part of the process of communicating. Receiving is the other half. So at the appropriate time, you have to stop sending and prepare to receive. To be a truly accomplished communicator, you must also cultivate the art of learning – by looking and listening. The communication that counts takes place when you take the time to stop, look and listen.

When you're talking, you are not learning. - Listening Pays

Listening, like speaking and writing, requires thought and care. If you don't concentrate on listening, you won't learn much, and you won't remember much of what you learn.

Listen With Your Eyes

If you listen only with your ears, you're missing out on much of the message. Good listeners keep their eyes open while listening.

Look for feelings.

The face is an eloquent communication medium. Learn to read its messages. While the speaker is delivering a verbal message, the face can be saying, "I'm serious," "Just kidding," "It pains me to be



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If you get discouraged and want to stop, no problem, you always have that as an option. But, you must always make that one single call every day and then decide if you're going to continue making calls that day or not.

Develop a Routine

The most successful people have a set routine for making prospecting calls. They make their calls at the same time, the same way everyday whether they feel like it or not.

In most regular jobs don't we usually do things a certain way everyday? Why should it be different in sales?

The problem we have as business people is that we have too much flexibility in choosing our work schedules and therefore have a tendency to avoid doing the things that are a little uncomfortable.

The salesperson who sets a routine for making prospecting calls and sticks with it is absolutely guaranteed to eventually succeed.

Building Momentum

In the beginning of a prospecting call program, it will take you ten units of effort to achieve one unit of results. As you continue to make calls and build momentum, it will only take you one unit of effort to achieve ten units of results.

Said another way, the more you do it, the easier it gets and the better the results.

The Best Time

When is your best time to make prospecting calls? In the morning, afternoon or evening?

The best time to make prospecting calls is the first hour of your workday regardless of when you start. Why? Because your head will be clear and you'll be more likely to make them. After hours of cluttering your mind, it's very difficult to pick up that phone and start dialling. (

Starting your day making prospecting calls will also "create busy." Things will begin to happen - prospects will return your calls; you will make appointments, do three-way calls, send prospects to your website, etc., etc. It jumpstarts the whole day and makes the rest of the day active, productive and a lot more interesting.

Have a Reason for the Prospecting Call

What good is making calls if you don't know specifically what you want your prospects to do? Most people make calls hoping something good will happen but they don't have a clear picture of what that is.

The ideal result of a prospecting call is to get a qualified appointment. If that's not possible on the first call, the next best bet is to get them to take some kind of positive action. It might be to get them to listen to a teleconference message, view a movie at your company's website, agree to a three-way call or receive a package from you.

The important thing to remember is to know in advance several ways you can "advance" your



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annoyed when a departing account executive calls every six months to introduce the new kid on the block. Eventually, customers get fed up with the revolving door and stop returning the salesperson's phone calls.

Salespeople who complain about customer scepticism and resistance are often the victims of their company's focus on short-term quotas. Rainmakers take a longer, relationship-based view, and the sales results speak for themselves.

Your relationships with top executives serve you in other ways. They are great sources of information about the potential projects in the pipeline. And they can break the gridlock of middle-management politics that is common in many organizations.

How do you get to the top people in your customer's organization?

First, remove the title "Sales Representative" from your business card. Once executives spot that title, they brace for the sales pitch. If you're off target at all, you'll be politely excused.

From day one, create a relationship matrix - an influence map - that lays out the routes for getting those essential introductions. Work to understand where influence resides in the organization - whether it's in the sales organization, manufacturing or elsewhere.

In smaller companies, it is usually straightforward to find the influencers and decision makers. But in large companies influence doesn't necessarily follow an obvious path. Job titles and influence aren't always related, so use your contacts to help you understand who's who. Rainmakers use their observations and creativity to navigate a path to those who can say yes.

What's the plan?

Becoming a customer's advisor at this broader level isn't a hit-or-miss proposition. It takes systematic planning and action. To reach that goal, rainmakers work from proactive, customer-specific plans that articulate how they'll attract and hold on to profitable customers.

Most salespeople have product or service-focused sales plans. A typical plan specifies how the salesperson will differentiate offerings, identify the target buyer and create a strategy for converting the lead to a sale as quickly as possible.

The rainmaker's sales plan is customer-focused. It lays out how the product or service addresses the customer's strategic priorities; the quantified benefits the customer can expect; and the investment of time, effort and money necessary to educate the customer.

The best sales plans go one step further by including a strategy for gaining the customer's personal trust. Research shows that customer trust has a high correlation with sales. Some salespeople, operating under the pressure of quotas, squander opportunities to build trust by attempting to influence a customer to buy a product or service that isn't in the customer's long-term interests.

The rainmaker walks away from sales that may look good in the quarterly performance reports but risk damage to the long-term customer relationship.

Since customers know that products have lifecycles, they base their trust mainly on their perceptions of the company and the salesperson. The rainmaker views building positive customer perceptions and trust as a key part of the customer sales plan.

What's most important, though, is to work the plan. It's easy to get caught up in the customer's day-

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and colours will contribute to the impact of your on camera interview. Avoid clothes with lots of designs or patterns. A dark jacket (blue, black, charcoal or navy) with a white shirt/blouse always looks good on camera. Take your cue from what TV newsreaders are wearing. Heed my mother's advice: "it is better to pay the extra and buy one really good suit than have many of inferior quality."

2. Warm Up Your Voice.

Tiger Woods wouldn't go and play a championship round of golf without warming up. You, as a professional communicator and official spokesperson should never engage with the media without warming up your voice.

3. Speak With Increased Energy.

Speak at a higher volume, range, tone and pitch than you would normally. Imagine having a conversation with someone and speaking at a slightly more animated level than you would normally.

4. Anchor Your Feet and Slow Deliberate Movements.

The more you move around the more your body language will distract from your message. Doing interviews standing, even radio interviews, will change your whole physiology and give you more energy and authority. Stand with your feet about shoulder width apart and firmly anchored to the ground. It is hard to sound credible standing on one foot.

At the book launch of *Understanding Influence For Leaders At All Levels*, I learnt from co-author Des Guilfoyle that slow, fluid and deliberate movements will give you more referent power, charisma and personal magnetism.

TIP: Watch your interviews with the sound off to get a better idea of what your body language is doing in the interview.

5. Keep Calm.

Assertive, aggressive, even angry reporters will fire off questions at you quickly, like bullets spitting from a machinegun. Their speech patterns will be intense and fast. Do not get drawn into mirroring and matching these patterns. In these situations, take a breath and speak more slowly than the interviewer.

6. Memorise Your Three Key Points.

You must be able to deliver these flawlessly without reading notes. Firstly, write them down. Writing things down helps fix them in the mind and seeing them written down also helps. Then compose a visual picture of the actual words. Visually place them in the top left part of your brain. When remembering these points, look to the top left hand part of the brain and they will come to you instantly like magic.

In technical terms, brain experts have shown the left-side of the prefrontal cortex (just behind the forehead) experiences increased blood flow as new information enters our episodic memory. In fact, the brain's thesaurus is dispersed in many separate parts of the left cerebral hemisphere (Source: *The Odd Brain* by Dr Stephen Juan, Harper Collins, 1998).

7. Never Say No Comment.

Journalists will believe 'where there is smoke there is fire'. Say no comment, but back this up with a

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Mr. or Ms... unless otherwise specified. Although it may be perceived as an old fashioned notion, it's over-familiar to refer to a new caller by their first name if you've never spoken to them before.

5. Decide what's going to happen when you place a caller on hold. Are they going to hear music they may find disagreeable, a radio station which may be advertising your competitors, self serving information about your products and services or information of real interest, value and assistance to them? For an example, call 03 9569 1100 or 613 9569 1100 and ask Margaret to put you on hold.

6. Make sure that the phone is answered after hours in a manner that encourages the caller to leave a message and creates the right impression about you. That means no hard-to-hear, scratchy answering machine messages, disembodied information bank recordings or bored, couldn't care less answering services.

7. Return calls promptly and guarantee calls will be returned within a certain time period (and give them some recompense, like dinner for two on you, if you fail to deliver on that guarantee). This is not only good business but it also makes them say "Wow!"

8. Ensure that your practice has enough phone lines to handle the volume of phone calls. Assess this by monitoring the number of phone calls your system is handling to see that there always at least one or two lines free. In a small business a good rule is that no one should ring out if it means that it won't leave an inward line free.

Winston Marsh

<http://www.bgrowth.com.au>

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Idea Reviews

IBM

IBM is a brand that most people still associate with PC hardware. However IBM's value offering today has more in common with a management consultancy than a computer manufacturer.

In a sense, IBM is a hard brand in a soft world: known for desktop boxes full of microchips, but offering distinctly softer services like consultancy, implementation, systems analysis and software. And with the sale of its PC manufacturing unit to Chinese manufacturer Lenovo, the company is softer still.

The decision to ditch the PC operation is really just the latest symptom of this transition: with two earlier milestones being the sale of IBM's printer arm and the acquisition of PwC Consulting. Whilst IBM's operational focus may be changing, the needs that its brand addresses are not. In its early days, the client need to which IBM responded was not a manufacturing one, nor was it about the provision of hardware. IBM's core product-in the most abstract sense-was about using technology and clever thinking to enhance business processes and operations..

Without its PC division, IBM is returning to the roots of its brand. From a corporate perspective, the narrowing focus of the IBM business is a sign of the company's commitment to concentrating on key areas where valuable returns can be achieved. It also makes for a simpler brand message. As the PC market becomes increasingly commoditized (with desktops becoming more indistinguishable



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China, including \$50 million of premium-quality beef and lamb to high-end food-service and retail outlets.

"This is just the beginning. Increased market access is the key to future success," MLA chairman David Crombie said.

There were opportunities for Australian beef at the top end of the market, and also much potential in offal exports.

The value of Australian dairy exports to China grew from \$2 million in 1993 to \$118 million by 2002. A report by Rabobank estimates China's appetite for dairy products is growing about 14 per cent a year, with imports increasing by at least 5 per cent.

Philip Hopkins and Ian Porter The Age Melbourne

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Google's profit soars

Google Inc's first-quarter profit increased by nearly six-fold as the online search engine leader's rapid growth continued to soar beyond analysts' bullish expectations.

The Mountain View-based company said on Thursday that it earned \$369.2 million (euro282.7 million), or \$1.29 per share, for the three months ended in March. That compared with net income of \$64 million, or 24 cents per share, at the same time last year.

Revenue totaled \$1.26 billion (euro960 million), nearly doubling from \$651.6 million at the same time last year. After subtracting commissions that Google paid to other websites in its advertising network, the company's revenue was \$794.5 million (euro608.4 million).

If not for a charge to account for stock options that Google awarded its workers before it went public last August, the company's earnings would have ranged between \$1.39 to \$1.46 per share.

By any measure, the results easily topped the 92 cents per share forecast by analysts in a Thomson Financial survey.

Google's earnings have beat analyst estimates in all three quarters since the company completed its much-anticipated initial public offering of stock.

Bolstered by the company's stellar financial performance, Google's stock has more than doubled from the IPO price of \$85 per share.

The company announced its latest quarterly results after the stock market closed on Thursday. Google's shares gained \$6.12, or 3.1 per cent, to close at \$204.22 on the Nasdaq Stock Market, then surged another \$10.83, or 5.3 per cent, in extended trading.

As usual, Google made virtually all of its money from the text-based ads that are related to online search requests. The company gets paid each time one of the links are clicked upon on Google's home page or hundreds of other sites that display the ads.

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Tough Time For Australian Wine Companies In UK

The British market research finding that there's a gender gap in consumption of Australian wine suggests that wine producers could do more to attract female consumers.

First the good news. The average drinker of the Australian drop in Britain, the nation's biggest wine market, seems more cashed up, is thirstier and spends more per bottle than the rest of the British population.

But two studies from Wine Intelligence, the British market research group focused exclusively on the wine industry, have found serious gaps, challenges and potential headaches ahead for Australian wine companies selling to Britain.

One study looking at the British wine consumer 10 years out from now suggests that wine companies will be selling more of their product to Britain in 2015 - but making less.

The study found that the British wine market, by volume and value, has roughly doubled since 1995, but the average price per bottle has not kept pace with inflation, growing at only 2 per cent a year in supermarkets and bottle shops.

This trend was likely to continue, with the growing power of supermarkets and a net increase in the quality-wine supply globally keeping prices low in real terms.

The second study, *Who Drinks Australian Wine in the UK, 2004-05*, based on an online survey of 1184 British wine consumers conducted in November, found a notable gender gap among British drinkers of Australian wine.

While men comprised 41 per cent of the sample, they represented 47 per cent of the population of Australian-wine loyalists.

Similarly, while 59 per cent of the respondents were women, only 53 per cent of Australian-wine drinkers were female, suggesting Australian wine companies could do more to build this part of the market.

Leon Gettler The Age

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Landlines under threat

Households may ditch a million fixed-line telephones in the next three years as rental charges rise. According to independent telecommunications expert Paul Budde, fixed-line rental costs have risen about 40 per cent since 2001, while mobile phone costs have been falling.

Fixed-line rental costs about \$30 a month.

Nearly a third of telephone calls made from homes are already on mobiles, and Budde, of Paul Budde Communication, says between 10 and 15 per cent of European households no longer have landlines as a result of competition from mobiles.

Advertisement:

