

BEHIND THE NUMB3RS—2010

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RIGHT FROM THE START

When you're meeting a client for the first time, they'll often have you sized up in seconds. While you can't control what they think, you can certainly shape how they see you by putting in a bit of effort.



Much as we'd like it not to be the case, first impressions count, and they last. In fact when you're prospecting for new business, they can be everything. Making that impressive start involves equal measures of appearance, business etiquette and presentation skills.

Do your homework

Never go into a meeting cold. A little bit of knowledge about who it is you're meeting, what they do, their values and any media that's out there can make a huge difference.

Dress the Part

The rule of thumb is to dress at the same level or one level higher (more formal) than the person you're going to meet. You should always be tidy, professional and comfortable in what you are wearing.

Don't be late

Allow at least 15 minutes more than you think you'll need to get there. If you find yourself stuck in traffic or lost and it's getting close to the time you are supposed to be there, let them know you may be late but you're not far away. And don't go in earlier than 5-10 minutes before the scheduled appointment.

Introductions

Cultivate a firm handshake—but don't break any bones—and make eye contact as you are introduced. Try and use their name within the first few seconds—nothing sounds sweeter than hearing your own name.

Take it slow

Make an effort to take care with your words and breathe regularly, which will help you slow down. There's nothing wrong with the odd pause; you may find your potential clients are keen to ask questions.

It's all about them

Remember they're the client, so it's always about them. When they want to hear about you, they'll ask. Show that you hear and understand what they are saying.

Eye Contact

Eye contact as you're speaking is essential.

Keep on topic

It's helpful to have an idea in your head of what needs to be covered in the meeting and stick to it.

Follow up

Send a short, concise email the following morning thanking them for their time and telling them how you enjoyed meeting them. You never know, that might be all it takes!

And remember, a great first impression is nothing if it's not followed up by consistently good service.

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NAME CALLING

There is evidence that names have bearing on a child's success and on how they are treated by others. The Wall Street Journal reported that names like Michael, David, John, James, Richard, Paul, Edward and Robert were significantly more common among Fortune 1000 chief executives compared with that same age group in the population as a whole. Conversely the paper reported, juveniles in jail have an above-average likelihood of unpopular names such as Ivan, Kareem, Preston or Garland.

Children with less desirable names have also been found to have lower self-esteem and behavioral problems. Research in Britain said teachers could guess how naughty a child would be based on their names. The "Teachers' Pet and Pest Chart" ranked Callum, Connor, Liam, Jake and Brooklyn as high-risk troublemakers. Among the girls, Chelsea, Aleisha, Casey and Crystal were likely to be brats.



A productivity secret?

Do you know the secret to getting a lot done—and giving yourself a great day at the same time?

One way to ensure you get more done is to do your biggest, more difficult—most ugly! - task first thing in the morning. In other words, however unappetising it might seem, eat that frog.

If you start work on your most important task first and don't stop until it is done, not only do you accomplish a major goal but you also create momentum for the rest of the day.

You'll likely find you'll achieve even more than you set out to do because you will have been given a lift by the feeling of achievement that goes with getting that big ugly task done first thing in the morning.

Give it a go!

My two cents (idiom)

"My two cents" and its longer version "put my two cents in" is an American idiomatic expression, taken from the original British idiom expression to put in "my two pennies worth" or "my tuppence worth." It used to preface the tentative stating of one's opinion. By deprecating the opinion to follow—suggesting its value is only two cents, a very small amount—the user of the phrase hopes to lessen the impact of a possibly contentious statements, showing politeness and humility. However, it is also sometimes used with irony when expressing a strongly felt opinion. The phrase is also used out of habit to preface uncontentious opinions.



For example: "My two cents is that you should sell that stock now."



Who invented retirement?

For most of the world's history the only way people could eat was to toil for as long as possible. If you got sick there was only your family to turn to.

German Chancellor Otto von Bismarck created an old age payment scheme in 1889, but he set the retirement age at 65, which in those days was so old that few got to collect. As the Industrial Revolution gained pace, factories needed a stream of workers to man production lines. It suited industry to periodically bump out older workers in favor of younger, stronger newcomers. Pensions eased the blow of being laid off and by the mid 20th century they had become the norm, thus creating for the first time in history a contrived separate life stage known as retirement.

STAFF ROOM

Well done to Veronica and Nick who both passed their PCE1 exam.

Congratulations to Rosalie who won the NZ Regional Convention for Sweet Adelines. She is off to Houston, Texas next year to compete in the international competition.

Congratulations to Nick who has just recently got engaged.

We would like to welcome Euan Rush a new graduate accountant who is starting with us in July.

Make your business something
you and your staff are proud
of!

Make your business
something you and
your staff are proud
of, and you'll reap
the rewards.



Everyday we go to work. Some of us wake up dreading another day, while some of us bound out of bed excited. Why do some people and some businesses create life and energy while others suck it out of us? What gives purpose to a business and the people working in it?

Perhaps first we need to ask! What is the purpose of a business? Is it to increase your wealth? To make more money than you would otherwise as an employee? To turn your passion into a job and as a consequence make some money along the way, or it may even be to do something good?

You then might ask, what impact does the business have on its customers, staff and on the community and environment in which it operates.

Widely respected management theorist the late Peter Drucker developed a definition. He said the purpose of a business is simply to create and keep a customer. Drucker's definition is strongly focused on marketing and delivery—great marketing to attract customers and great delivery to keep them. Not as simple as it sounds!

There are many companies that are brilliant at attracting and retaining customers and as a result are financially successful - yet have staff who plainly couldn't care less about where they work. This may even be you!

Sir Richard Branson, in his latest book *Business Stripped Bare* suggests that the purpose of a business is to give people the opportunity to achieve something they can be proud of. Branson says "what gets me up in the morning is the idea of making a difference" and he clearly wants to help the people working in the Virgin businesses to feel the same way.

The idea that a business should allow its people to focus on allowing its people to achieve personal fulfillment is different to what is taught in most business schools and what is practiced by virtually every large company. Yet it is an idea that people working in many businesses including most small businesses will relate to. Are you with us now!

Making money is undeniably important to owners of small businesses and vital to their ongoing existence, but the purpose of their businesses usually goes much deeper. The owner's personal reputation and sense of self-worth is intrinsically tied to their business through providing goods or services they are deeply proud of. Being able to feel proud about their business really is its key purpose. If that sense of pride can be transferred to staff, then everyone will be working in a common direction with common focus. That's always a recipe for outstanding financial performance and it is much easier to achieve in smaller businesses.

Interestingly Branson's business empire is, with a couple of exceptions, made up of hundreds of small companies. He says "small, compact companies are, generally, better run. This is partly because people feel more connected in smaller companies." Branson says that "when one of our Virgin companies ended up employing more than a hundred staff...we would split the company in two. And when either of those companies got to a hundred people, we would...split the company again.

So is it the Branson way or Drucker's way, your way or a bit of both? Perhaps a combination of all views gives the best definition of the purpose of a business - do something you are proud of that attracts and retains customers.

Joke of the Month

A man is getting into the shower just as his wife is finishing up her shower, when the doorbell rings.

The wife quickly wraps herself in a towel and runs downstairs. When she opens the door, there stands Bob, the next-door neighbour.

Before she says a word, Bob says, "I'll give you \$800 to drop that towel."

After thinking for a moment, the woman drops her towel and stands naked in front of Bob - after a few seconds, Bob hands her \$800 and leaves.

The woman wraps back up in the towel and goes back upstairs.

When she gets to the bathroom, her husband asks, "who was that?"

"It was Bob the next door neighbour," she replies.

"Great," the husband says, "did he say anything about the \$800 he owes me?"

ACHIEVERS CLUB

We are pleased to announce that the latest inductee to the Perriam and Partners
Achievers Club is:

William Boyd

Well done William. William won the Canterbury Schools Triathlon for 11 year
old boys. William has received a certificate and a \$25 voucher.

If you believe one or more of your children could be candidates for our Perriam and
Partners Achievers Club then please go to our website and click on to Perriam
Achievers Club to see what is involved.

The Tui's Staff Room Makeover Back By Popular Demand



Janette, Jill, Sam, Susan, Kelly

Errors due to GST Change

Inland Revenue will address cases where errors in GST returns or delays in filing returns result from the change in the GST rate from 1 October 2010. If a business has taken reasonable efforts to comply, but made an error that can reasonably be attributed to the change, late payment and late filing penalties and use of money interest will be remitted.

This will apply to the GST taxable period that includes 1 October 2010. For monthly and two-monthly filers, it will also apply to any later taxable period that ends on or before 31 December 2010.

Birth Date Affects Athletic Success

Your chance of becoming a professional athlete could be greatly influenced by the time of the year you were born, according to an Australian researcher who looked at the birthdays of Australian Football League (AFL) players. Dr Adrian Barnett, a senior research fellow at the Queensland University of Technology, found that most of the players were born earlier in the year; 33% more than expected had January birthdays while 25% fewer had December birthdays. According to Dr Barnett, this was likely due to the Australian school year beginning in January, meaning those born during this month would have a big physical advantage over their December peers. This research confirms northern American studies.

Website News

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