



November 2005

# Nillumbik HomeBiz Networker

## A record 10 new attendees!

10 newcomers were welcomed to the November meeting of the Network. Members were once again WOWED by presenter Ailsa Page who offered tips on what to do with sales leads once you get them.

Some of Ailsa's tips included:

- Act on your leads in the next month
- Develop a reason for making contact
- Determine the most appropriate method of making contact
- Invite a response
- Use different mediums e.g. phone call, fax, letter, email and personal visit
- Provide an opt-out of communication
- Set a communication goal – what are you trying to achieve?
- Develop a communications plan for the next 12 months.

On rejection Ailsa said: 'Don't take it personally – it's part of business. Remember it may be a "not now". And ask yourself if you're promoting the value proposition of your product/service clearly?'. Perhaps the most important message was to listen to your contact and respond appropriately.

## Greensborough Project: opportunity or threat

Connecting Nillumbik networking event

Wednesday 30 November 7pm

Ashton Manor, 49-55 Main Street, Diamond Creek

RSVP 9433 3315 by Friday 25 November

The Connecting Nillumbik project aims to strengthen links between local businesses, in particular the tourism and retail sectors. A networking event that will focus on the proposal to develop Greensborough and how this may impact on Nillumbik business in the future, is being held on 30 November at 7pm. For more information go to [www.nillumbik.vic.gov.au](http://www.nillumbik.vic.gov.au) > [Business & Tourism](#) > [Connecting Nillumbik](#).

Welcome to the Nillumbik HomeBiz newsletter.

Got something to include?  
We would love to hear from you. If you have any interesting business based articles contact Cindy Wilson on 9433 3332 or

[Cindy.Wilson@nillumbik.vic.gov.au](mailto:Cindy.Wilson@nillumbik.vic.gov.au)



**Christmas Party**  
Thursday 8 December  
7.00pm-9.30pm

More details over the page.



The sad news is Cindy is leaving us and going on to greener fields. Thanks Cindy for the assistance you've provided over the year in running the network nights and being part of building the Network. Thanks also for all your great ideas and the part you played in our successful first business expo!



We are continuing to celebrate the success of the inaugural Business to Business Expo and gathering ideas for 2006.

## 53 Winning business philosophies...

### No. 8

#### Stick to your plan

Write down everything that you need to do to keep your customers happy. Include an action plan and measurement system. Check the time line every week so you stay on track.

### No. 9

#### Don't take existing customers for granted.

If you do, your existing customers may become someone else's new customers.

### No. 10

#### Analyse existing customers.

New customers will most likely be similar to old customers. The more you know about the people you do business with now the easier it will be to find new people to do business with.

### No. 11

#### Expand geographically but not demographically

If you do business with medical doctors in one location, it's easier to find doctors in another community rather than to try and sell to dentists in your home territory.

### No. 12

#### Do more of what has worked.

Find out what once worked, then go out and do more of it while doing less of what hasn't worked.

### No. 13

#### Answer your phone immediately after the second ring.

Once you have heard it ring twice it has rung three times in your customer's ear. Research indicates that any further delay in answering the call will result in growing levels of frustration for the caller. Frustrating a potential client is no way to begin a business relationship.



### Christmas Party Thursday 8 December 6.30pm-9.30pm

Bridges Bar and Restaurant, 1065 Heidelberg-Kinglake Road, Hurstbridge.

\$25 per person  
Drinks at bar prices.  
Vegetarian and coeliac diets will be catered for.



## Christmas Party

You are all invited to the Nillumbik HomeBiz Network Christmas Party.

A wonderful BBQ has been prepared for you and the evening is a casual celebration of all that we have achieved this year – there are over 200 home-based businesses on our network database, our network meetings are getting bigger and better every month and of course, there was our incredibly successful inaugural Business to Business Expo!

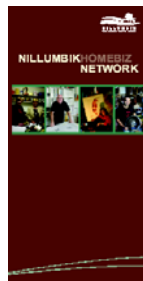
We would also like to say thanks to the Steering Group for the wonderful work they have done throughout the year. THANK YOU ALL.

## The Eltham Festival

The Eltham Festival is on once again on the weekend of the 19<sup>th</sup> and 20<sup>th</sup> November. Come and watch the fireworks at Alistair Knox Park on Saturday. They start at 8.30pm and local home-based business Advanced Fireworks will putting on a spectacular show.

On Sunday visit the Nillumbik HomeBiz Network stand in the Business Expo section of the Festival. Come and say hello to the Network members who'll be staffing the stand and pick up a membership form for 2006.

## A new direction for 2006



After much thought, brainstorming, discussion and consultation we have decided to introduce an annual Nillumbik HomeBiz Network membership. The membership is \$77 per annum (including GST) and includes your attendance at all network meetings, a listing on the Nillumbik HomeBiz website (another new development coming in 2006), the monthly Networker newsletter and the opportunity to participate in the annual Business to Business Expo. To join download a copy of the brochure from the website ([www.nillumbik.vic.gov.au](http://www.nillumbik.vic.gov.au)) > Business & Tourism > Home-based Business > Nillumbik HomeBiz Network or pick up a copy at the next network meeting.

## The program for 2006

When it comes to planning the program for 2006 we want your feedback!

A number of members took the time to fill out a survey for us at the November Network Meeting for those of you who couldn't attend but would still like to have a say in what is planned for the coming year please download a copy of the survey from our website [www.nillumbik.vic.gov.au](http://www.nillumbik.vic.gov.au) > Business & Tourism > Home-based business > Nillumbik HomeBiz Network.