



Surrey Business Club NEWS

www.surreybiz.net

MAY 2004

EVENTS

www.surreybiz.net/events

May 4th University of Surrey, GUILDFORD

GET AN APPOINTMENT WITH ANYONE!
Methods of getting through to those hard to reach ideal clients and contacts!

June 2nd NESCOT, EWELL

MAKING YOUR OFFICE MATCH YOUR BIZ
An untidy office is an inefficient one, so what can you do to improve it?

July 6th Reigate College, REIGATE

SUCCESSFUL USE OF THE INTERNET
Hear about successful use of the Internet for business & work on your SBC directory entry

August 3rd STAINES or LEATHERHEAD

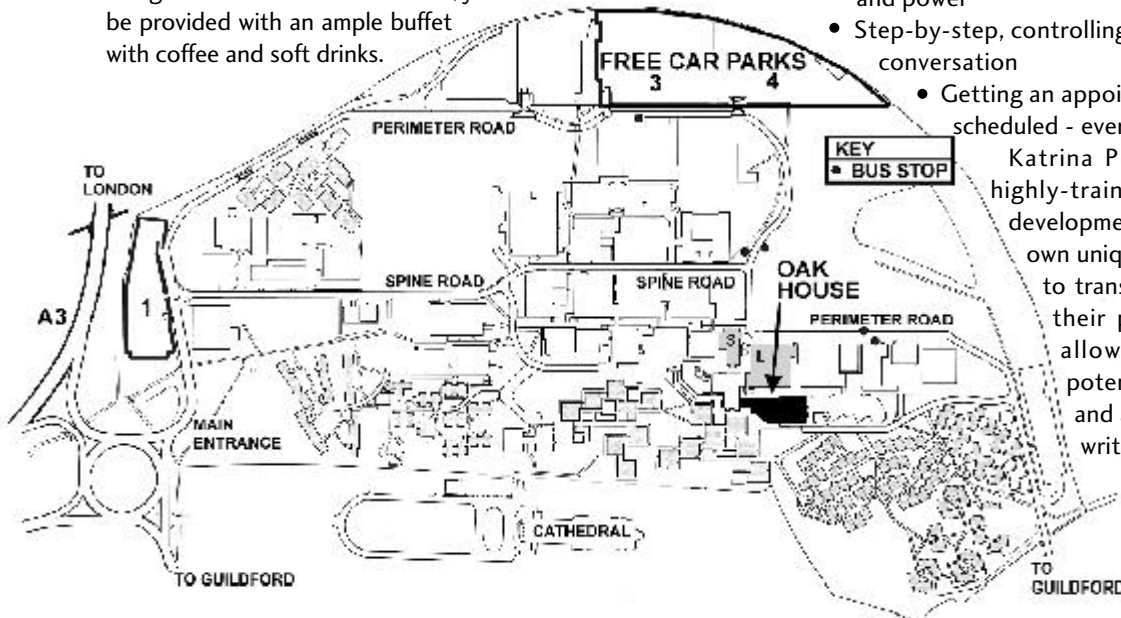
SUMMER SOCIAL & BARBECUE
Either Crazy golf in Staines or maybe petanque in Leatherhead - watch this space!

**OAK SUITE, OAK HOUSE,
SURREY UNIVERSITY, GUILDFORD**

Entering from either end of the campus, follow the Perimeter Road to free car parks 1, 3 or 4. On foot, follow signs to Information and Security. By Senate House (S), take the steps up, follow the alley ahead as it passes through the building.

The alley takes you up a flight of steps - at the top take the nearby door into the Oak House building. Make your way up to the Oak Suite on the top floor using either the lift or stairs. Once you have entered the Oak Suite, please sign in at the reception desk and pick up your lapel badge.

The buffet will be in rooms 3 & 4, with the main events being held in rooms 1 & 2. As usual, you'll be provided with an ample buffet with coffee and soft drinks.



4th MAY: SURREY UNI, GUILDFORD

6:00pm **NETWORKING (* & Training meet)**

Strengthen your networking abilities, tell us about your business, seek help with your problems & opportunities, and establish new contacts. All are welcome for this hour-long session. Please try to get to this event on time to avoid interruptions.

Joe Gelona, 01932 223959 networking@surreybiz.net

7:00pm **BUFFET**

Informal stand-up networking, chatting & eating.

***See article on page 2**

7:30pm **HOW TO GET AN APPOINTMENT WITH ANYONE, ANYWHERE IN THE WORLD**

Is your business being stunted because of lack of key appointments? Do you find it challenging getting your foot in the door, getting to meet the people you need to see? If so, then this workshop is for you! If you want to get ahead, you have to meet the right people.

Pictured is our speaker, Katrina Prentice, who is going to teach us how to get ahead through a fun, informative workshop where you'll take part in roll-play. This workshop will equip you with powerful tools and techniques that will ensure you establish:

- How to identify the decision makers in a business
- Tracking down their key details
- Identifying their habits, patterns & whereabouts
- Using the telephone with authority and power
- Step-by-step, controlling the conversation
- Getting an appointment scheduled - every time!

Katrina Prentice is a highly-trained personal development coach and strategist. With her own unique style and capability, she is able to transform people's lives by refocusing their perceptions of what's possible, allowing them to reach their true potential in life. Along with TV shows and a speaking career, Katrina has also written a personal development book entitled, "Jump-Start Your Life" due to be published in 2004. Come along, and you too can learn how to meet anyone, anywhere in the world.



**"YES,
I'M GOING
TO THIS
MEETING"**

**...tell us by
FRIDAY
30th APRIL**

Members book:
meeting@surreybiz.net
01372 800820

GUESTS WELCOME
Ask for an invite:
guest@surreybiz.net
01372 800820



SPRING-CLEANING

Spring-cleaning has its origins in ancient history. Back then, with no labour saving devices and no electricity, spring marked the start of the season when the weather allowed a complete cleaning of the cave or house. Since then the tradition has been maintained and it can have a new meaning in our

STAGE COACH

businesses. We have already finished the spring reviews of how we are operating within our businesses - now it is time to put the changes needed into action. Where are we going to aim our businesses towards, what options do we have, and what discrete action plans are we going to formulate for ourselves in heading in these new directions? As we move into May the growth rate in the natural world is faster even than it was in April - for gardeners it is very hard to keep on top of things, and so it

can also feel in our businesses. Just as it is time now to be bold in the garden to get everything done, so also it is time now to be bold in the step changes we make in our businesses. Just as our homes can become musty during the winter months and often look in need of a new lick of paint, so also our lives and our businesses can become a bit tattered and full of mental junk that no longer serves us well. We all carry a load of excess baggage in the form of worry, guilt, fears and false beliefs and expectations - now it is time to let this excess baggage out. And just as we all feel that spring-cleaning the house gives us a new fresh environment, so spring-cleaning ourselves and our businesses can lift enormous emotional and mental weights off our shoulders. So - come let us all get our business brooms and get cleaning!!

Peter Reed, Peter Reed Coaching Ltd.

Tel: 01306 627496 peterlifecoach@yahoo.co.uk

SAVE YOURSELF £50,000!

As fellow members of the Surrey Business Club I thought you would be interested in the following story.

Despite being contacted by the Occupational Pensions Regulatory Authority (OPRA) on a number of occasions, Flowfood Ltd, who employ 300 people in Ashton under Lyme, consistently failed to designate a Stakeholder Scheme for its employees. On 25th March OPRA fined the company £10,000. Although OPRA could have fined Flowfood £50,000, they stated that the fine serves as a reminder to organisations with 5 or more employees (including directors) that unless exempt, they must comply with the law.

If you had less than 5 employees in the past and have taken on extra employees you must now designate a scheme to ensure you do not receive a fine. In addition if you have a scheme and your present provider is withdrawing from the market you could be similarly exposed and subject to a fine of up to £50,000.

Elegant Solutions can rapidly solve these potential problems for you. We specialise in pensions advice in general and advice in this product in particular. We also have immediate access to different Pension Company Providers of Stakeholder Pensions who are currently able to provide schemes for our clients.

Should you wish to discuss matters more fully without any obligation whatsoever, please telephone me at my office number 01959 561 606 or my direct line 01372 386 322- to see if I can be of assistance.

Melvyn Lux, Elegant Solutions.

LABOUR-SAVING WEBSITE



Business Link Surrey reports that its new 'labour saving' website has put a sparkle into the lives of business people across the county. "When we were developing the site last year," explains Business Link Surrey's head of marketing and customer services Colin Willett (pictured), "we noticed that it was one hundred and fifty years since another labour saving device, the dishwasher, was invented. It occurred to us that our new web site will also save people a lot of valuable time!" Business owners can access a world of free information by visiting **www.straighttothepoint.info**

In the first five days of going live, the site attracted 110,000 hits - the most popular information accessed has been about funding, business premises and writing business plans. "We're delighted at how Surrey companies have quickly grasped this initiative to their advantage," continued Colin Willett, getting straight to the point of this useful web site. "The key to its success is the combination of the information being available on demand, the quality of the data and the clarity of presentation. The latest business legislation, news and analysis is available at the touch of a button."

The new web site has been designed to cater for the information needs of businesses of all sizes and at all stages of development, whether just starting up, expanding rapidly or well-established. The web site will become, as Colin Willett concludes "a vital business tool aiding the continued success of companies within our county."

Zoe Wakefield, Business link Surrey

***REGISTER FOR TRAINING**

Please remember folks, Hazel Bennett is trying to help you by offering low-cost training sessions in any topic you choose. For £25+vat for four sessions, you can't afford to miss this one. You may have noticed a reference to a meeting at **6pm on 4th May** in brackets on the front page - that's when Hazel will be holding a meeting to find out what you'd like to be trained in. Be there, or miss out on this special offer, care of the EU! To register your interest, please fill in the form if you have it (it came with E-Circular on 8/4/04) or contact: Hazel Bennett, Active Personal Learning Ltd 01483 574692, hazel@activepersonallearning.co.uk 61 Portsmouth Road, Guildford, Surrey. GU2 4BS

© Iain Howell



PRINCIPLES OF SUCCESS

For our April meeting, we returned to the extremely civilised country house headquarters of the Royal School of Church Music at Westhumble, near Dorking. After the formal networking session, and the usual splendid buffet, we adjourned to one of the music rooms for a presentation from Len Goss, of Changing Lives Ltd.

For several years Len has been developing his unique formula for helping people to improve their business and personal lives, to the extent that he is now in the early stages of rolling it out as a franchised business. As he says, he was practicing 'life and business coaching' long before it became widely known as such, and has watched it become a boom industry in the last couple of years.

Len began by asking us all to think of some aspect of our business or personal life we would like to change for the better. He then worked through some of the techniques in his Ultimate Success Formula to show us how to address the issue in the light of what he identifies as the Basic Principles of Human Behaviour.

When Len asked for a volunteer from the audience to give him an example of what they would like to change, Richard Jones bravely admitted to wanting to lose a bit of weight. This turned out to be a brave move, because nobody else came forward as guinea pig for the rest of the evening, so Len focused on Richard's supposed addiction to biscuits to illustrate how the formula can be applied.

However, there were frequent nods of agreement and recognition around the room as he worked through the process, and he was clearly getting the message through that we really can overcome the fears and conditioned responses which stop us taking what we know deep down is the right course to achieve our full potential.

Len freely admits that many of the strategies and processes he uses are distilled from a wide variety of sources, including world-famous performance gurus such as Anthony Robbins, and established psychological techniques such as Neuro-Linguistic Programming (NLP). His unique solution is to provide the coach with a practical, proven methodology to apply to any personal or business problem and come up with a workable solution. In fact, in over 15,000 hours

of coaching, he has yet to come across a situation which cannot be resolved using this Changing Lives Formula. Len is confident it will be the basis of a successful business for all his franchisees, whilst allowing him to look forward to a comfortable and prosperous early retirement. We thank him for a stimulating presentation, and wish him every success in this exciting venture. And of course, we shall be keeping an eye on our plucky volunteer Richard, to see if his brief introduction to the Changing Lives formula has the desired effect in changing his waistline! After the meeting, the beverage circle (Richard & Len included) adjourned to the nearby Stepping Stones pub for some informal social networking.

Keith Grover, FreelanceCopy.co.uk

TOP: Len Goss expounding the values of working with pain and pleasure!

CEN UPPER: Hazel Bennett trying hard to enthuse us over signing up for training

CEN LOWER: Michael Spicer and Edward Tudor sharing a laugh with a guest

BOTTOM: Linda Haynes (new Membership Secretary) talking to Sue Owen (left).

© Iain Howell



© Iain Howell



© Iain Howell



WELCOME NEW MEMBERS

HERRINGTON & CARMICHAEL

Mr. Nigel Bell
 Nigel is part of a solicitors' practice focusing on Personal Law, Commercial Law and Property Conveyancing. Their 80 staff in 4 offices are on hand to help you with your legal issues.

Tel: 01276 686222

Fax: 01276 28041

E-Mail: nb@herrington-carmichael.com

Web: www.herrington-carmichael.com

Address: Riverside Way, Watchmoor Park,
 CAMBERLEY, Surrey. GU15 3YQ

COTECNA INSPECTION LTD.

Mr. Peter Terrey

Apologies to Peter for missing out the second 'e' in his Surname in the last issue. His correct E-mail is therefore:

peter.terrey@cotecna.co.uk

NEW MEMBERSHIP SECRETARY

This month we said goodbye to Elaine Wright, who decided that our work was one burden she could do without! She took over the work from Raina Spencer in 2000, so many thanks to her for all the hard work put in over the years.

Linda Haynes has stepped into the breach, and so our thanks must also go to her for "boldly going" where angels fear to tread! It is a paid position, but the job still demands a lot of patience and commitment to do the job well. Please note the new 'Membership' contact details at the bottom of this page. Susan Owen has taken on the advertising admin; details still to be sorted.

AWARD-WINNING SBC MEMBER



Here we see member Gerry Brieley, of Dial M for Marketing Ltd., receiving a prize from International Association of Bookkeepers (IAB). The International Business Enterprise Awards were presented at the London's Café Royal, and presenting the awards were John Stoddart, Head of Business Programmes for the main sponsor QuickBooks, along with television comedian and magician John Lenahan. Gerry recently launched a new online marketing planning

SBC
LEISURE
CIRCLE



DINING CIRCLE

In April, the date changed from Easter Monday to Monday 26th at The Cricketers pub in Horsell, near Woking. Five of us enjoyed a meal together with a live jazz band. The next event will be at The Wheatsheaf pub in Farnham on **Tuesday 18th May**, 7pm for 7.30pm meal. Park in the Safeway carpark off to the right of 'The Hart' and you'll find the pub in West Street (N^o 19, GU9 7DR) only a short walk away. Please book now on: dining@surreybiz.net



BOWLING

Nine of us met to play on Tuesday 20th April at the Spectrum Leisure Centre in Guildford. Your chairman got his best-ever score of 221 for two games, although this fell a long way behind Deryck Svensson's winning 284. We also saw Keith and Angie Grover at bowling for the first time. Afterwards, we went to the 'Parkway' Brewer's Fayre restaurant as usual for a meal.

Next bowling event: **Tuesday 11th May** at Spectrum Leisure Centre in Guildford, costing about £10 including shoe hire. As usual, we'll be playing from 7pm until about 9pm, with a meal out afterwards. To book: bowling@surreybiz.net



GOLF

The golfers didn't play in April due to unforeseen problems. The next date is **Thursday 20th May**, course to be decided. For more details, contact Deryck Svensson: golf@surreybiz.net

product under the band of U-Klick 4 marketing (UK4m), and the prize shows that IAB highly commends her business for its software business management of UK4m.

Gerry's new venture started in 2003 when her company, Dial M for Marketing Ltd, won the DTI's SMART award for the invention of an automated marketing planning product. The development was finished last year, and the product was named U-Klick 4 marketing - all you do is 'klick' and the product does the rest! So, what does it do? You are asked a series of questions and 'klick' on the most appropriate answer, within 30 minutes you'll receive an extensive tailored marketing plan for your business projected to a 12 month period. The plan contains your strengths, weaknesses opportunities, threats, objectives, strategies, recommendations and how to implement these, plus hundreds of low cost marketing ideas, along with extensive links to specialist organisations who may assist you further.

The idea resulted from talking to people running SMEs and finding that the majority faced similar challenges, and had similar needs no matter which industry they operated in. What they also had in common was that they had little or no expertise in marketing plus little or no resources to successfully market their businesses. This led us to this product that helps these people succeed.

For more information, visit www.uk4m.com to buy and to subscribe to their free newsletter, or call 08700 88 7101. You can also E-mail Gerry on: gerry@uk4m.com

 Surrey Business Club OFFICIAL MONTHLY NEWSLETTER	CLUB SPONSORS Iain Howell Photography   <small>The Surrey Institute of Chartered Accountants</small>	NEWSLETTER & CHAIRMAN Stephen Lewis, 4 Archery Rise, ALTON, Hampshire. GU34 1PG sbcnews@surreybiz.net 01420 594644	MEMBERSHIP: Linda Haynes Upper Lodge, Holmbury Hill Rd Holmbury St. Mary, DORKING, Surrey. RH5 6NR membership@surreybiz.net 01306 730074	SECRETARY: Philip Jones Comrie House, Grange Drive, WOKING, Surrey. GU21 4BU secretary@surreybiz.net 01483 772698
---	--	--	---	---