



# Surrey Business Club NEWS

www.surreybiz.net

JANUARY 2005

## EVENTS

www.surreybiz.net/events

### January 4<sup>th</sup> Royal Sch Church Mus., DORKING

#### THE SALES GOLDEN CYCLE

How to make successful and productive presentations to potential clients.

### February 1<sup>st</sup> UniSdirect, GUILDFORD

#### SPEED NETWORKING

This is your chance to briefly present yourself to a range of business people from the area.

### March 1<sup>st</sup> NESBOT, EWELL

#### TEAM BUILDING

How to make the most of situations where you need to work as part of a team.

### April 5<sup>th</sup> Royal Sch Church Mus., DORKING

#### DEVELOPING MARKET PLANNING

Making the most of your market plan

## 4<sup>th</sup> JAN: R. Sch. Church Music, DORKING

### 6:00pm NETWORKING

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.

### 7:30pm THE SALES GOLDEN CYCLE

We are starting 2005 with the much-acclaimed speaker, Craig Goldblatt. This is a man who has made an art of salesmanship, so we're proud to offer you the opportunity to benefit from Craig's methodology.

As businesspeople, we are all in the business of selling something. It's easy to look at a book shop on your High Street and say that they are selling books. However, if you are a consultant, what are you selling? In fact, in both cases, the old adage that you're "selling the benefits" applies. A book may be a tangible product, but when you buy a book, you are buying it because you want to benefit from what it says inside. It's the same for companies employing the services of a consultant: the customer perceives that the consultant's knowledge and ideas will benefit their business. And for those in your business not dealing with your customers face to face, they are all part of the works that deliver the benefits to your customers.

In all cases where you are trying to make sales, there's a lot more to it than simply taking your customer's money. Craig has developed 'The Golden Cycle' as a means to help people to increase their sales. This is a five-point process, designed to help you plan, deliver and manage the services your customers demand.

Craig's website [www.craiggoldblatt.com](http://www.craiggoldblatt.com) will tell you a lot more about what he is able to offer businesses. As well as speaking to people like us, he runs conferences, seminars, workshops and one-to-one training for companies large and small across the UK. Craig has helped many companies to phenomenally increase their sales, so don't miss this opportunity to learn how you too can improve your sales performance.



**CRAIG GOLDBLATT**  
CONSULTING

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

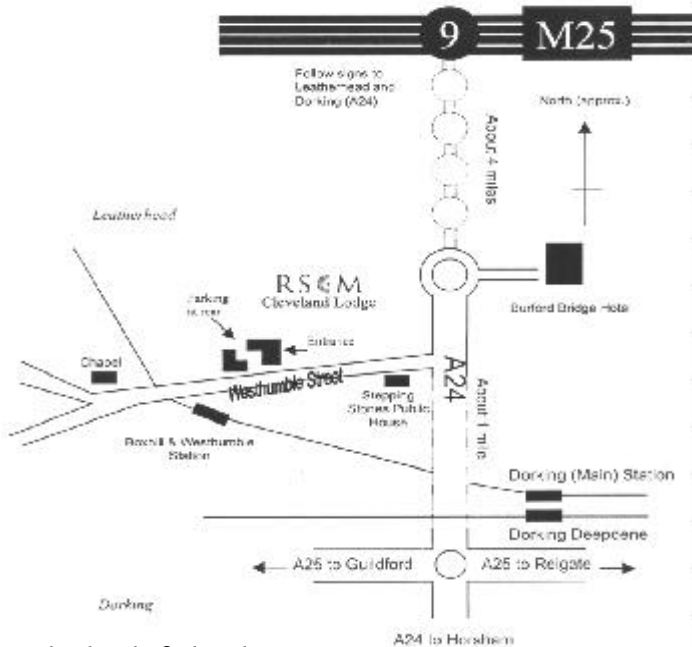
...tell us by  
**MONDAY  
3<sup>rd</sup> JAN.**

#### MEMBERS

meeting@surreybiz.net  
01372 800820

#### GUESTS

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



### Royal School of Church Music Cleveland Lodge, Westhumble St., Westhumble (near Dorking)

Cleveland Lodge is to the west of the A24 between Dorking and Leatherhead, some 4 miles south of Junction 9 on the M25. The sign on the A24 just past the Burford Bridge roundabout states that "Westhumble Station" is 450 yards on the right. For those coming from the south, the sign for Westhumble Station is after the Denbies Vineyard roundabout on the A24 (not shown on map). Cleveland Lodge is situated diagonally opposite the station on Westhumble Street and the entrance for cars is set back on the right as you drive into Westhumble Street off the A24. Follow the drive and parking is at the rear. You should be able to enter through the rear entrance accessed down a short flight of steps.

## ...& NEXT MONTH

This is going to be a big Networking event. Businesspeople from around the county are invited to take part (see page 2).

## FOCUS ON UniSdirect

For those members who have joined in recent months or years, you may not have discovered about UniSdirect. This is the marketing arm of the University of Surrey (UniS), promoting the resources of the university 'direct' to the business community. Martin Evans and I (Stephen Lewis) first came across them when they put a picture in the Surrey Herald launching their new service. As it happened, we were short of a venue in Guildford, so we approached Chris Stanton in his rather small office in the university library. We were encouraged that he was keen to provide us with a venue and catering in return for promoting UniSdirect.

In the time since we started this mutual relationship, UniSdirect have grown and moved offices twice. Their staff is now considerable, whilst Chris Stanton now manages the university's 'SETsquared' centre for technology businesses. UniSdirect have a programme of free breakfast seminars, funded, I believe, by the European Social Fund. We have a regular band of SBC members who attend these meetings, and they have nothing but good to say about them. This is especially true since most'll say that they're not morning people! Apparently the bacon roles are rather good, so both the speakers and the grub are worth getting up for.

This year, UniSdirect have moved their breakfast meeting venue from the Oak Suite (where the club meets) to the Guildford Cathedral refectory. The cathedral is just a stone's throw from the university, and is in fact easier to find and has better carparking facilities. As you'll see from our calendar of 'January 2005 Events in Surrey', the first UniSdirect breakfast meeting is on 18<sup>th</sup> January. They have issued a very smart pamphlet, featuring the cathedral on the cover, available by contacting them 'direct' (details below).

Apart from their breakfast meetings, UniSdirect are also involved with other seminars to further help business people to improve their understanding of good business practices. They also promote the many other events run within the university, such as the Continuing Professional Development (CPD) programme run throughout the year.

UniSdirect has several divisions, each with its own staff. The 'Business Development' unit is there to help businesses to access the knowledge and expertise of the university. In other words, if you need to develop a new product, the university can offer their facilities for your R&D. This scheme is known as a 'Knowledge Transfer Partnership'. UniSdirect also has a 'Business Operations' unit, providing businesses with bespoke training courses and other business partnership schemes to help you to develop your business. The SETsquared Centre is part of UniSdirect's orbit (although located on the Surrey Research Park), and is part of a national scheme. These centres, located in universities in Guildford, Bath, Bristol and Southampton, are there to help people starting businesses which are both knowledge-based and high-tech, with potential for high growth.

So there you have it, UniSdirect have a lot to offer businesses big and small, so make the most of it. If you would like to receive their newsletters and programmes, or want to know more about what they can do for you:

Web: [www.unisdirect.com](http://www.unisdirect.com)

Tel: 01483 683737 E-mail: [unisdirect@surrey.ac.uk](mailto:unisdirect@surrey.ac.uk)  
UniSdirect, Nodus Centre, University of Surrey,  
GUILDFORD, Surrey. GU2 5BR

## FEBRUARY NETWORKING EVENT

Our 1<sup>st</sup> February meeting promises to be a good one. This is because we're going to promote the meeting to as many Surrey-related organisations as possible to get-in as many new faces as possible. We need new contacts in order to make this 'Speed Networking' event a success. In other words, this meeting has a higher than normal potential of generating business for you.

**We need you, the members and other readers of this newsletter, to promote this event to those organisations and people that you know.** The date is 1<sup>st</sup> February. The venue is the Oak Suite at University of Surrey in Guildford. There will be a modest charge for non-members (see further down). The times are 6pm 'till 9pm as usual, but the normal routine will be a bit different. As it's a networking event, the normal networking part will be part of the evening.

"So what is Speed Networking?", I hear you cry. The idea is that people get a regulated few minutes to tell another person about their business. When their time's up, then they tell you about their business. Then you move on to someone else, and continue until the evening over. In order to stop you collapsing from exhaustion, there will be one or two breaks for eating and drinking. Paul Cawthorne, who is running the event, is proposing that we sit around tables, so you won't be on your feet all evening.

There's currently a debate going on within the committee about numbers and charges for non-members. However, your Chairman's current position is that the more the merrier. In order to fund the buffet, I am proposing a **£10 fee on the door to non-members** (the event is inclusive for members), providing they have notified us in advance. My proposal is that non-members turning up on spec will have to pay £15. I say proposal, because the committee, and Paul Cawthorne, are meeting on the 4<sup>th</sup> January to decide these matters.

When you speak to people (non-members) about the event, tell them to contact [guest@surreybiz.net](mailto:guest@surreybiz.net) or telephone **01372 800820**. If you are giving out the club business cards, or the 'HeadStart' cards, they can use the phone and E-mail shown there. They can then register their interest and leave their contact details, and we'll inform them of costs and details of the venue later in January.

We're counting on you, so please make the effort, and you'll reap the benefits on the night.

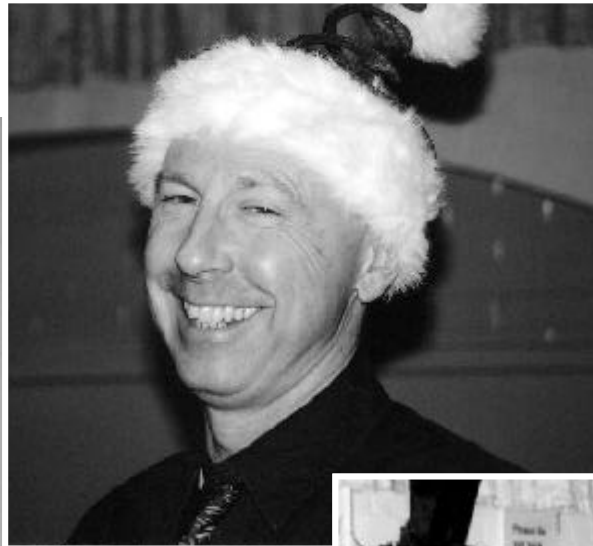
Stephen Lewis, Club Chairman

## SOMETHING TO DO OVER XMAS

For those of us who work from home, even Christmas isn't enough to stop us creeping into our offices. You tell yourself, "I'm not going into my office over Christmas" and then you do it anyway. As a compromise, why not use these lapses of resolution to tidy-up your desk? My desk has a heap of 'things to do' that never get 'done'. Also, the electronic rubbish is rife as well. If you're one of those people who has no filing system in your E-mail 'Inbox', make one and file away or delete those thousands of E-mails sitting there doing nothing. If your first E-mail saying, "Hello, I've just set-up my E-mail" is still in your 'Sent Items', then boy have you got work to do! I have created an independent folder called 'Archive' directly in 'Local Folders'. Within that are more folders that allow me to file E-mails both sent and received about each topic, all in one place. Simple, eh!

Stephen Lewis, Club Chairman

All photographs ©Iain Howell



FAR LEFT: Stephen Lewis delivers his Chairman's Report

LEFT: Quizmaster Keith Grover looking very merry!

BELOW: Karen Worcester looking suitably quizzical

CLOCKWISE: Susan Owen, Philip Jones, Richard Jones & Edward Tudor sporting their seasonal spot-quiz cap

## AGM & CHRISTMAS QUIZ

Our AGM was brief as usual. Stephen Lewis gave us his Chairman's Report, followed by Susan Owen with her Treasurer's report (both published in the previous issue). Members were pleased to vote Melvyn Lux onto the committee, who put himself forward without any kind of coercion - a rare thing in these parts!

Keith Grover, our resident Quizmaster, did his usual sterling service keeping us all entertained for the evening. He had prepared the main quiz and two word-search puzzles to challenge us. As he read the quiz, he then dropped in extra questions for spot-prizes.

In the pictures, we see four members merrily answering their spot questions, wearing the suitably-embarrassing cap supplied by Keith. As the message on the cap read "I'm in Santa's Sleigh Team" each was asked to name which reindeer they were; guess which Richard Jones chose! Karen Worcester said she was 'Mac'. Asked why, she said, "I'm a 'mac' because it's going to Rain-dear" - get it? Groan.

Thanks are due to all those involved in the catering, Keith for his quiz, and to Iain Howell for coming out of retirement to take the photos. Stephen Lewis, Chairman



## WELCOME NEW MEMBERS

### DIRECT MORTGAGE ASSOCIATES

Mrs. Mary Waring

Mary is a mortgage broker specialising in arranging mortgages where adverse credit history is causing a problem, or where people are self-employed and cannot show a regular income.

Tel: 020 8224 6914

E-Mail: maryw.dma@ntlworld.com

Web: www.directmortgageassociates.co.uk

Address: 18, Windsor Avenue, WEST MOLESEY, Surrey. KT8 1PZ

## YOUR CLUB WORKING FOR YOU

We have lost a lot of people recently who cite too much work as their reason for leaving Surrey Business Club. As is often the case, people don't always tell the truth when parting company, preferring to avoid confrontation. More importantly, people just save-up their misgivings until Linda Haynes sends them their renewal invoice, and it gets left in the 'In Tray'. As a Club, it is accepted that this is going to happen as people's needs and circumstances change. However, I'm worried that apathy is playing a large part in our reducing numbers, combined with the higher cost of membership.

Let me tell you a Christmas story to help show what Surrey Business Club has done for me, your Chairman and Newsletter Editor. Are you sitting comfortably? I shall begin. Once upon a time there was a timid young man who had little or no idea of what to do for a living. Having been through college, he was still at sea when it came to choosing a career that would suit his way of life and thinking. Fortunately, he was lucky enough to know a certain Mr. Martin Evans, with whom he'd spent several months on a government scheme for unemployed people. Martin encouraged this timid man to join Surrey Business Club. At first, he was only able to speak to Martin because he was so shy, but in time he was getting the confidence to speak to new people.

It wasn't long before our timid hero offered his help to David Rigby, the then newsletter editor. David promptly became Chairman, and a throwaway offer of help became what is now a long-standing job as newsletter editor. Suddenly our timid man had to extract articles from people, design and edit a newsletter. Whilst not the first time he had done this, it was the first real professional publication he had been in involved with. I hope you'll agree that our newsletter is an important part of the Club, promoting the interests of members.

Now our timid hero was also on the committee, and realised the effort it has to make in order to make things happen. Like all the other committee members, he was determined that the Club should become more professional and business-like. When Tony Greenman took over Chairmanship in 2000, he continued this drive, achieving a significantly-increased membership in his two-year term. All through this time, your current Chairman was gaining more and more confidence and knowledge. He was now designing and editing the website. This was something completely new that he was able to teach himself as he went along. This was all the more remarkable since not that long before that, he had been against the Internet and all that it stood for!



## BOWLING

SBC members met for ten-pin bowling at The Spectrum, Guildford last month. Deryck Svensson took the top spot with 296 for his two games, followed by Philip Jones on 277 and Brian Finley on 270. We couldn't get into the local Brewers Fayre owing to the myriad of Christmas parties, so we went to the Anchor & Horseshoes for a good nosh-up.

Join us for the next Bowling evening on **Tuesday 18<sup>th</sup> January** at Spectrum Leisure Centre in Guildford, costing £9 including shoe hire. We'll be playing from 7pm until about 9pm, with a meal out afterwards.



## SNOOKER

Paul Cawthorne has managed to get us into Kingswood Golf Club, near Epsom, to play snooker on **Wednesday 26<sup>th</sup> January**, starting at 2pm. This is our first snooker event, so if you would like this event to become a regular feature, please support it now. Contact Deryck Svensson on: snooker@surreybiz.net or 01932 252078





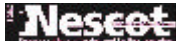
Chairmanship for our not quite-so timid hero seemed inevitable once he realised that nobody else wanted the job! This too has allowed him to gain more confidence in public speaking and managing a committee. Management was completely new to our man, as was trying to chair a committee.

I have to leave the story now, as it hasn't yet been finished. However, there are a number of important lessons for us all to draw from the story. The one I want to promote is that Surrey Business Club is a good way of learning new skills and in gaining confidence. Linda Haynes has told me that she, like me, wasn't at all keen on standing up to talk about her business. Now, through taking part in our networking sessions, she is able to speak to an audience. I know a lot of people, including myself, like the feeling that the regulars are our friends; people we can call upon for help and advice when we need it, and vice versa. I enjoy spending money with members because they are people I know, and whom I can trust.

If you are one of our infrequent attenders, then I hope that you can see what you are missing. We may be called a business club, but we can also help you personally as well as directly in your business. I still strongly believe in our club's viability and purpose, and when I hand on my Chairmanship next year, I want it to continue to prosper and develop; to be all that it can be. You are as much part of that future as I am, because your support and participation are essential for the club to function.

So when you make your New Year's resolutions, please give a thought to making more of an effort to attend club meetings. If the subscription cost is an issue, please feel free to compare us to other business organisations in Surrey. I think you'll find almost without exception that we are the best value and, I like to think, the most friendly. We are by no means an island, but we are an important part of the Surrey Business Community, and I hope one you'll want to support in years to come.

Stephen Lewis, Chairman & Newsletter Editor

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