



Surrey Business Club NEWS

www.surreybiz.net

FEBRUARY 2005

EVENTS

www.surreybiz.net/events

February 1st UniSdirect, GUILDFORD

SPEED NETWORKING 100

Your golden chance to present your business to a range of business people from the area.

March 1st NESCOT, EWELL

TEAM BUILDING

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

April 5th Royal Sch Church Mus., DORKING

DEVELOPING MARKET PLANNING

How to make your market plan really work for your business and it's continued success

May 3rd UniSdirect, GUILDFORD

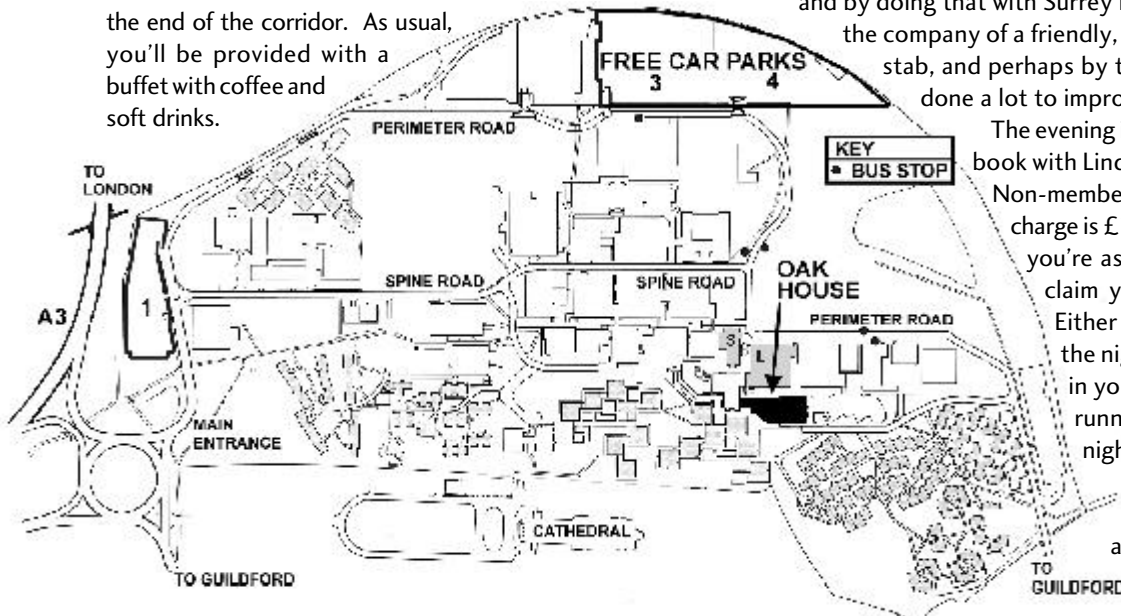
SUCCESSFUL COLD-CALLING

It does what it says on the tin! We all hate doing it, so find out to do it well.

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 at Senate House. Once you are outside Senate House ('S' on map), take the nearby flight of steps up, and follow the alley ahead as it passes through the building. The alley takes you up another 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 main event is in rooms 1 & 2 at the end of the corridor. As usual, you'll be provided with a buffet with coffee and soft drinks.



1st FEB: Surrey University, GUILDFORD

SPEED NETWORKING 100

Kick-start 2005 with our special speed-networking event. The event will give you the opportunity to introduce your business to a large number of people all in one evening. The format has been borrowed from 'speed dating', where one has just a few minutes to meet a number of potential 'partners'. Our version will give you the chance to spread the good word about your business and also to find people who can help you.

The evening is being run by Paul Cawthorne, who is both a member and President of Sutton Chamber of Commerce. His job is to introduce you to the practicalities of speed networking, and then to make sure we keep to time. Your job will be to make sure you have something to say, and that you have a good supply of business cards to hand. You'll have five minutes with each person you meet: 1 min for you to say what you do, 1 min for them to ask questions, then 2 min for them, and a final minute to swap cards and talk.

The timetable for this special event is:

- 6:00pm** Buffet and a chat
- 6:45pm** Introduction
- 7:00pm** 1st speed networking hour
- 8:00pm** Break for Buffet and chat
- 8:30pm** 2nd speed networking hour
- 9:30pm** End of evening

You may find the idea of having to present your business rather daunting. Even your Chairman finds that it doesn't come naturally, but in order to get business, you've got to meet people! The only way you're going to get better is to practice, and by doing that with Surrey Business Club, you'll find you're in the company of a friendly, helpful and forgiving lot. Give it a stab, and perhaps by the end of the evening you'll have done a lot to improve your sales pitch.

The evening is inclusive for members, but please book with Linda Haynes: sn100@surreybiz.net. Non-members are encouraged to attend - the charge is £15. If you're a Prospective Member, you're asked to pay this time, but you can claim your free evening another month. Either that, or pre-register and join on the night, and the event will be included in your membership. Given that time is running out, we'll take money on the night providing you've pre-registered.

Non-members turning up on spec will be charged £20. More details and registration form are on www.speednetwork100.com, or you can register by E-mailing sn100@surreybiz.net

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

Pre-register by
**MONDAY
31st JAN.**

MEMBERS
sn100@surreybiz.net
01306 730074

NON-MEMBERS
sn100@surreybiz.net
01306 730074

NETWORKING EVERYBODY'S DOING IT!

Whilst researching for our Speed Networking 100 event, I've realised just how many networking groups there are to choose from these days. The long-established Chambers of Commerce and Federation of Small Business have been joined by a plethora of breakfast and lunchtime networking clubs such as BNI and BRE, and now online organisations like Ecademy.com are opening up new horizons.

Networking is clearly creating a stir, and businesses of all shapes and sizes are becoming aware of just how powerful (and cost-effective) it can be as part of the marketing mix. I particularly welcome the growth of networking opportunities for one or two-person smaller businesses, who can often find themselves ploughing a lonely furrow, and benefit from getting together to share ideas and promote each other's businesses at meetings and evening seminars.

SBC has been a networking club for years, since long before it became so fashionable. I find most business groups are very open to co-operation and running joint events with SBC and other clubs, sharing my own view that we can all benefit from being part of a 'network of networks'.

However, once or twice I encountered some reluctance on the part of another organisation to work together in this way. I got the distinct impression when I was sounding them out about the possibility of joint events that they felt SBC might be trying to 'poach' their members. Such narrow-minded isolationism is counter-productive, and insults the intelligence of the membership, who are perfectly capable of deciding which clubs they want to belong to. It suggests a lack of confidence in their offering, and by being so 'precious', they are denying their members the chance make valuable contacts, running the risk of being left behind as the networking phenomenon gathers speed.

My message to them is simply this: 'When it comes to making new business contacts, the more, the merrier - so come and join in the fun!'

Keith Grover, FreelanceCopy.co.uk

CHILDREN'S TRUST FUNDS

On Monday 17th January, 2 million parents of children born on or after 1st September 2002 should have received Trust Fund Vouchers from the Government to the value of £250. In addition, there is also a facility for a maximum top up to £1,200 per annum until the child is 18 years old.

If you are a grandparent, or parent of a young child or children, you might want to put larger amounts away for these young people. This can provide for future school or university fees, or house deposits etc., without allowing them access [without your authority] until they are adults. We at St James's Place Partnership can arrange an efficient way of organising this on your behalf.

If you would like to know more, or would like any other kind of financial advice, please feel free to contact me

Melvyn Lux, Elegant Solutions
01372 386 322

MORE MATERIAL PLEASE

I am always in need of information and articles for SBC News, so please think of your poor editor when you've got a spare moment!

PRACTICAL HELP AT FRACTION OF THE COST OF A SECRETARY!

Small businesses that use outside help are on average twice as profitable as those that don't. Associates of the Institute for Independent Business (IIB) offer you a unique service: You can now take on a Business Support Project which gives you a single point of contact with the largest organisation of its type in Europe.

Throughout 2005, for a fixed monthly fee starting from under £1000, you can now plan and implement major changes in your business by using a variety of experienced hands-on professionals. One IIB Associate can coordinate delivery of just one project, or a range of different projects, within this fixed monthly budget.

Projects tend to be associated with delivering sales and marketing plans, help for growing your business, sorting out finance, or dealing with problems such as employment or staff-motivation issues. Added to this, IIB Associates have 'instant' E-mail and phone access to colleagues with clients who are your potential customers, or vital suppliers, from across the world.

One of the most often-cited extra benefits of the IIB is that the practical experience of your IIB Associate can provide you with a vital 'sounding board'. This can help you make balanced decisions in the often lonely and high-pressured world of running your own business.

If you have issues that you need to sort out quickly and effectively, and want to know how an IIB Associate could help you in confidence, contact Dan Shaw using contact details below (mentioning SBC News) or alternatively visit www.businessadviser.com or www.iib.ws

Dan Shaw, Chairman of 'Home Counties' IIB Group
Tel: 07703 318902 E-mail danshaw@iib.ws

NEW EVENT TO ENCOURAGE WOULD-BE ENTREPRENEURS TO START IN BUSINESS

If you're a would-be entrepreneur in Surrey or Hampshire, there is now an exhibition devoted to starting and growing a business. Staged by SEEDA and Business Link, this regional enterprise show is on **Saturday 29th January**, 10.30am to 5.30pm, at the Princes Hall, Aldershot, Hampshire.

Roz Maher of Business Link Surrey said, "Small businesses are the backbone to the UK economy and we are keen to increase the numbers of businesses starting up in the region. With a team of over 35 organisations providing would-be entrepreneurs with practical, impartial advice, at no charge, what better place can there be to make a new start?"

The exhibition features a full day of FREE business advice for all those in business or starting a business. This includes one-to-one business advice clinics that will allow you to discuss your business ideas, and find out about funding and finance options available. In addition, 16 business seminars and workshops will cover topics from how to generate winning business ideas, marketing and sales, developing a business plan, to how to complete your VAT returns!

Entrance to the event is free of charge and you're encouraged to pre-register for workshops. All pre-registered visitors will be entered into a free draw for a DELL PC.

Contact: Hilary Prince, 020 7700 0008
hilary@business-business.co.uk
www.regionalenterprise.co.uk

THE SALES GOLDEN CYCLE

Our first meeting of 2005 saw us once more at the Royal School of Church Music, near Dorking, welcoming our celebrity guest speaker, Craig Goldblatt. Craig is a well-established and highly regarded sales professional, with television appearances to his credit, and an impressive list of corporate clients - visit his website, www.craiggoldblatt.com for more info.

Even though the meeting was on the first working day of the New Year, the turnout of Members was excellent, and several guests joined us to enjoy Craig's energetic and entertaining presentation. The formal networking session began the evening, led as usual by our own Dr Joe Gelona, then after catching up with the holiday news over a substantial buffet, we adjourned to one of the elegant music rooms for Craig's enthusiastic introduction to his Golden Cycle sales development cycle.

He walked us through the five key components of his system, always giving real-world examples from his own experience, and referring to the insights of other 'gurus' including Jim Rohn and Tony Robbins. Craig also encouraged us to put our existing marketing and sales support activities under close scrutiny, and gave us plenty of thought-provoking and challenging ideas and suggestions for improving our sales performance.

The first area covered was Planning and Preparation, where Craig demonstrated that a positive attitude is just as important as sales skills, and that in addition to a target client list, you should have a 'let-go list' of customers who don't generate any profit (in fact, they may actually cost you money in the long term).

Craig went on to explain how to approach clients, how to prepare the questions you will ask them, how to demonstrate the benefits of your solution to their needs, and how to close the sale, with helpful exercises to keep the audience on their toes. Our thanks to Craig for helping to get the year off to a flying start, and inspiring us to renew our efforts to find new customers, and improve our sales performance.

After the meeting, several members and guests adjourned to the Stepping Stones pub, which has been completely refurbished for the new year - very smart!

Keith Grover, FreelanceCopy.co.uk



TOP: Craig Goldblatt talking about his Golden Cycle

BELOW LEFT: Melvyn Lux (right) talks to Ian Robinson about his business

LEFT: Deryck Svensson & Susan Owen enjoying the buffet and a chat

BELOW: Connor O'Daly (left) networking with Heather Godfrey and Richard Jones



WELCOME NEW MEMBERS

CASPITA LTD. T/A W.S.I. INTERNET CONSULTANTS LTD.

Mr. Colin Washbourn

WSI can help your business to define & implement an Internet strategy that truly underpins your business strategy. In other words, make the Internet a core part of your business activities.

Tel: 01932 342121

E-Mail: contactus@wsiwebwizards.co.uk

Web: www.wsiwebwizards.co.uk

Address: 18, The Oaks, WEST BYFLEET, Surrey. KT14 6RL

I.P.R. TECHNOLOGY

Mr. Ian Robinson

We welcome Ian as a 'HeadStart' member, who has recently started up as an independent distributor of Ecoquest Air Purifiers (using space technology) for commercial, domestic & personal use.

Tel: 01372 450258

Address: 49, Eastwick Park Avenue, Bookham,
LEATHERHEAD, Surrey. KT23 3LZ

C.O.D. ASSOCIATES

Mr. Connor O'Daly

Connor is a member of Independent Institute of Business (IIB), an organisation that represents a large network of independent advisors who are there to help you and your business.

Tel: 01784 435394

E-Mail: connorodaly@iib.ws

Web: www.iib.ws

Address: 7, Helvellyn Close, EGHAM, Surrey. TW20 8JQ

LINKING-UP SURREY

This month's special "Speed Networking 100" event is a first for Surrey Business Club in many ways. Newer members may be unaware that until now, Surrey Business Club has been rather reserved about marketing as a whole. We've issued the odd press release and put newsletters about, but we haven't gone out of our way to reach out to the wider business community. This meeting is an extra service to members, and one I would like to see become a regular feature (perhaps separately to club meetings).

Keith Grover has written an article inside about the networking phenomena and our ideas to embrace it through inter-organisation events. He notes that some orgs are wary of our ideas of linking-up, as they seem to be under the impression that we're trying to poach their members. I backup Keith's comments - in order to make networking effective, the more people involved, the better. If, in the process we lose or gain members, this is a reflection of what we are, or are not, offering members. In other words, by working with organisations, we can use them as an incentive to further improve the club's services, and vice versa.

The other advantages to both you and the club is that joint-events can be run more efficiently, more cost-effectively, and reach out to larger numbers. All the organisations involved will be able to offer more to their collective membership. A larger event will expose you to more potential clients, and that's what we're trying to do - help you grow and develop your business.

Stephen Lewis, Chairman & Newsletter Editor



BOWLING

As usual, SBC members met for ten-pin bowling at The Spectrum, Guildford last month. This month we were

pleased to welcome Prospective Member Antony Reynolds, who played rather well. Your Chairman forgot to record the scores, but I know that Philip Jones, Brian Finley and Antony all got high scores. We ate in the local Brewers Fayre.

Join us for the next Bowling evening on **Tuesday 15th February** at Spectrum Leisure Centre in Guildford, costing £9.20 including shoe hire. We'll be playing from 7pm until about 9pm, with a meal out afterwards.



SNOOKER

At the time of writing, we're about to attend our first snooker event at Kingswood Golf Club (26/1/05). If we decide to play next month, I'm putting forward **Wednesday 23rd February** as our next date. If you would like to play in February, please contact Deryck Svensson on: snooker@surreybiz.net or 01932 252078






NOTES FROM A SMALL OFFICE

I have to say that I have been very encouraged by the response to our "Speed Networking 100" event. Even though I've got to write half the newsletter as usual (hint, hint), it has been a pleasure to see our efforts paying-off.

The rise in membership fee to £120 in 2003 had produced the expected drop in members, and at the end of last year, there was a bit of a panic over finances. I found myself saying, "It'll be alright" whilst crossing my fingers behind my back! However, despite my worries, I did have belief in the Club, in its purpose and in its worth. Some of you might say, "Heck, it's only a business club, what does it matter if it exists or not?" True on paper, but in truth, it is the representation of nearly twenty years of hard work and devotion by a few, in order to support small businesses in Surrey. If people believe in something, then it becomes more than just the sum of the people, it is a work of good. It tends to sound a bit religious when put like that, but in a way, the club is a about helping you to improve and grow as a person. Isn't that what religion is supposed to do? Ironically, it seems to me that most religion is about control and subjugation, and less about the common good of the people, but that's another story!

So, to recap, I am confident of the club's viability, and that it has a role to play now and in the future. When we have moments of difficulty, it is an incentive to innovate and improve. And that's what we've done. In fact, I have often felt that hardship is an important ingredient in any successful venture, as many self-made people can testify. I'll be very interested to see how you all feel about Tuesday's event, and if it can be used to further develop the club into pastures new. If we can also help other people in other organisations along the way, all to the good. We are here to spread the word, and the word is, "All good things come to those who do good themselves", and that's what networking is all about.

Stephen Lewis, Chairman & Newsletter Editor

 <p>Surrey Business Club</p> <p>OFFICIAL MONTHLY NEWSLETTER</p>	<p>CLUB SPONSORS</p>  	<p>NEWSLETTER & CHAIRMAN</p> <p>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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