



Surrey Business Club NEWS

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MAY 2005

EVENTS

www.surreybiz.net/events

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.

June 7th NESCOLT, EWELL

PROTECTING YOUR COMPUTER

We'll hear from three people how we can best protect our computers.

July 5th Brooklands College, WEYBRIDGE

?INSIGHT INTO BROOKLANDS

Provisional topic pending confirmation from the Brooklands College.

August 2nd Village Hall, WOOTEN

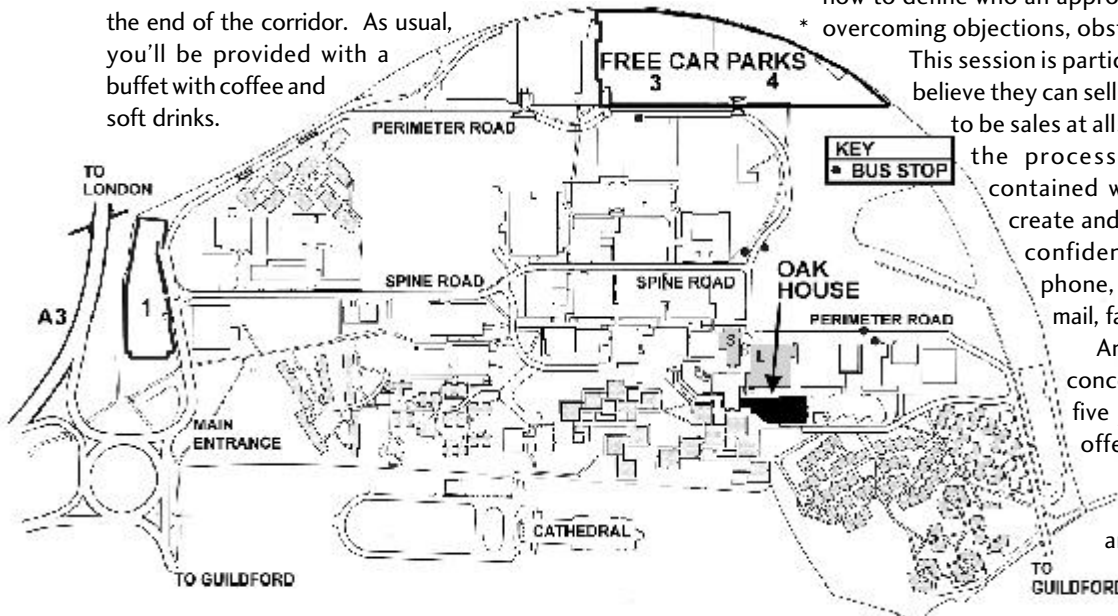
BARBECUE & GAMES

Your chance to let your hair down, eat, drink, chat and perhaps play a game of boules.

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.



3rd MAY: Surrey University, GUILDFORD

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.

Paul Cawthorne, networking@surreybiz.net 020 8642 8765

7:00pm BUFFET

Informal stand-up networking, chatting & eating.

7:30pm SUCCESSFUL COLD-CALLING Don't let cold-calling leave you cold!

Do you dread the thought of picking up the phone and making that cold call? Interested and receptive, or hostile and ignorant, that contact needs to be contacted and it's down to you to do it. How do you go about getting your message across? What happens to cause your target to agree to meet or consider your product, solution or offering? What can you do or say that will make the process more enjoyable and easier, for both you and the contact?

Our speaker is Amanda Fisackerly of Fizz.biz Limited, a sales lead-generation service company. This highly interactive, practical session will cover telesales activities and some of the psychology involved in initiating the sales process.

Amanda will cover:

- * creating an opening pitch and secondary pitch
- * how to define who an appropriate target is
- * overcoming objections, obstacles and fears

This session is particularly relevant to those who don't believe they can sell or don't perceive their interactions to be sales at all! It will help you to get to grips with the process, practicalities and activities contained within cold-calling. Learn how to create and deliver compelling sales messages confidently, whether in person, on the phone, by voicemail, or in writing as an E-mail, fax or letter.

Amanda Fisackerly has been selling concepts and solutions for over twenty five years. Her company, Fizz.biz Ltd., offers sales and marketing services, including sales appointment setting, sales lead-generation, and sales training and coaching for a range of IT and general commercial clients.

Pre-register by
**FRIDAY
29th APRIL**

MEMBERS

Free (inclusive)
meeting@surreybiz.net
01372 800820

NON-MEMBERS

Free 1st meeting
£15 thereafter
guest@surreybiz.net
01372 800820

LIABILITY INSURANCE

From 28th February employers' liability (EL) insurance will no longer be compulsory for businesses made up of just one person - the owner. MORE TH>N Business sees the change in the law, which will affect around 300,000 UK sole-traders, as a positive move, but warns business owners not to be complacent about varying and seasonal insurance needs.

"The amendment to the law makes a lot more sense to very small companies, as it is legally impossible for a business owner, who is the only employee, to sue themselves. However, many businesses might not be aware that there are certain situations where taking out EL insurance is still the only option - a legal requirement in fact - and we urge owners of small businesses to consider their circumstances carefully," said Rachel Cotton, manager of MORE TH>N Business. To help businesses determine whether they do need EL cover MORE TH>N Business' specialist underwriters have provided below a quick checklist. Answering yes to any of the questions is a good indicator that it is still a legal necessity:

Are you likely to hire staff during peak seasons to ease your workload? It is a criminal offence not to have EL insurance when taking on temporary staff. Your business would not be covered for any liabilities if, for example, an accident happened and the temporary worker was injured in the process of carrying out work.

Is any of your work undertaken by self-employed people? People who you normally think of as self-employed may actually be considered as your employees in the eyes of the law, for example a handyman. Whether or not you need EL insurance for someone working for you in this capacity depends on the extent of your responsibility for their supervision, and on your terms of contract with them. If in doubt, seek legal advice.

Do you get help from unpaid volunteers or work-experience students? Unpaid 'helpers' may in some cases be regarded as your employees, especially where you have direct responsibility for their work and supervision. If you do have such individuals working for you, contact your insurance company to check that you have sufficient cover.

Do you have a gardener, cleaner or security guard working for you? Even if they work for several companies you have to take out EL insurance in respect of the work that they carry out for you. However, if you employ a firm of security guards or cleaners, for example, they should be covered by their own employer's EL cover.

Do you employ agency staff, e.g. a delivery person or typist? Whether or not you require EL cover for agency staff will entirely depend on the your contract with the agency. Contracts do vary, therefore make sure you check the terms and conditions, or seek legal advice.

Failure to meet EL legal requirements could result in a fine of £2,500 per day, which - over the period of a year - could amount to more than £900,000.

Finally, it is essential that businesses continually review their insurance requirements, not just when there are changes to the law - most importantly to protect their own livelihood. In all cases, if in doubt, they should seek legal advice or contact their insurance company.

Article found by Susan Owen on the website: www.bystart.co.uk "The Small Business Portal".

WIRELESS NETWORK SECURITY

Are you using a wireless network for your business or at home? Have you thought about security? If you haven't set up network security then you are vulnerable to someone getting easy-access to your network. Many people rush through the set-up to get their network and Internet connectivity working as quickly as possible. That's totally understandable but it's also quite risky. Today's wireless products don't always help the situation, as configuring the security features can be slow and non-intuitive. The tips below summarise the steps to take, in order of importance, to improve the security of your wireless network:

1. Change Default Administrator Passwords and Usernames. At the core of most wireless networks is an access point or router. To set up this equipment, manufacturers provide Web pages that allow owners to enter their network address and account information. These Web tools are protected with a login screen (username and password) so that only the rightful owner can do this. However, for any given piece of equipment, the logins provided are simple and very well-known to hackers. Change these settings immediately.
2. Turn on Encryption. All wireless equipment supports some form of 'encryption'. Encryption technology scrambles messages sent over wireless networks so that they cannot be easily read or interpreted. Several encryption technologies exist for wireless communications today. Naturally you will want to pick the strongest form of encryption that works with your wireless network. To function, though, all wireless devices on your LAN must share the identical encryption settings. Therefore you may need to find a 'lowest common denominator' setting. Most current wireless network devices will support WEP or WPA encryption. WPA is more secure.
3. Change the Default SSID. Access points and routers all use a network name called the "SSID". Manufacturers normally ship their products with the same SSID set. For example, the SSID for Linksys devices is normally "linksys." True, knowing the SSID does not by itself allow anyone to break into your network, but it is a start. More importantly, when someone finds a default SSID, they see it is a poorly configured network and are much more likely to attack it. Change the default SSID immediately when configuring your network.
4. Enable MAC Address Filtering. Each piece of wireless equipment possesses a unique identifier called the "physical address" or "MAC address." Access points and routers keep track of the MAC addresses of all devices that connect to them. Many such products offer the owner an option to key in the MAC addresses of their network equipment, which restricts the network to only allow connections from those devices. Do this, but also know that the feature is not so powerful as it may seem. Hacker software programs can fake MAC addresses easily.
5. Disable SSID Broadcast. In wireless networking, the access point or router typically broadcasts the network name (SSID) over the air at regular intervals. This feature was designed for businesses and mobile hotspots where wireless clients may come and go. In the home or small office, this feature may be unnecessary, and it increases the likelihood an unwelcome neighbour or hacker will try to log in to your network.

If you would like any advice or support for your computer system, please contact Brian Finley, Computer Workbench 01483 457778 brian@cwbg.co.uk www.cwbg.co.uk

MARKET PLANNING

For our April meeting we descended upon Brooklands College, which occupies the fine old manor house once owned by the Locke King family, creators of the world famous motor racing circuit. The college has a thriving catering school, so it effortlessly satisfies the stringent SBC requirements for a civilised venue with excellent grub. We'd like to come again, please!

After the formal networking intro run by Paul Cawthorne, we launched into the aforementioned buffet with gusto, and the informal networking. Whilst the buffet room was a bit snug, it actually made us talk to each other a lot more. Then it was time for our main speaker for the evening, Neil Corrigan (pictured top left) of Nectar Marketing, to take the floor.

Neil has extensive experience of helping businesses of all sizes with their marketing planning and implementation. He has a network of tried and tested associates who can put his plans into action in areas such as PR, print production, and advertising, whilst he oversees the whole process.

Neil took us on a whistle-stop tour of the elements of a basic marketing plan, issuing workbooks to the audience entitled, "How to write a marketing plan that works". Inside were ten pages laid out with spaces for us to write in the basic elements of our own marketing plans. Neil then took us through these sections, using a PowerPoint presentation to highlight the sort of stuff we should be thinking about.

The workbook included the often-seen SWOT analysis chart, but also a chart to help us work out how to focus our competitive advantage and scope in the marketplace. Other pages were alarmingly blank, demanding that we thought about how we could be promoting ourselves. However, even here, Neil gave us ideas of the sort of activities smaller businesses could be doing to get a higher profile in our markets. It was noticeable that some people weren't writing much in their workbooks on the night - doubtless preserving them in pristine condition for use later! (The Chairman has spare copies of the workbook should you want a copy).

Having talked the talk, Neil went on to answer practical questions from the audience, and the usual lively discussion ensued, with some real-world examples to illustrate the theory. Thanks a lot, Neil - you can find out more from Nectar's website at www.nectar.uk.net.

After the meeting, the Beverage Circle adjourned to the Hand & Spear, adjacent to the College. Loud music, a teenage clientele and a poor choice of beers soon earned it the accolade of 'the world's worst boozer' - but at least it was close by, and the Guinness was cheap... Next time, much against his better instincts, your reporter promises to make amends by guiding the Circle to his favourite pub instead!

Keith Grover, FreelanceCopy.co.uk (& editor)



OUR THANKS TO JOE GELONA FOR HIS TIME ON COMMITTEE



Joe has decided to leave our committee, and we would like to thank him for his efforts. He says, "Due to my increasing work commitments, I will regretfully find it difficult to meet the needs of my roles on the SBC Committee. Given the uncertainty about my availability for the next meeting, I have thus decided to resign from the Committee, with immediate effect. I have enjoyed my involvement, and would like to thank [the Chairman] and the committee members for the support and help given to me." (Abridged text)

Joe has played two roles for the Club, both organising speakers, and running the formal networking sessions. I know Joe has been lucky in getting work, so whilst it is a loss for the Club, it should herald good times for Joe. Joe said he is going to remain a member, and whilst unable to manage the networking, will help the club as and when he is available.

Stephen Lewis, Chairman



BOWLING



Ten people met for April's ten-pin bowling session at The Spectrum, Guildford. We were pleased to welcome prospective member Hywel Clark (far left), and member Mike Loughton (second from right) along for his first SBC bowling session.

It seems that we were all in good fettle this time - Philip Jones topped the scores on 252 for his two games, followed closely by Deryck Svensson on 248. Brian Finley was third on 237, beating Stephen Lewis to third place by one point. We ate at the local Harvester restaurant.

Join us for the next Bowling evening on **Tuesday 24th April** at the 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.

To book: bowling@surreybiz.net

GOLF



At the time of writing, the golf has yet to happen (Friday 22nd April). Next month's golf will be on **Friday 27th May**. If you're interested, E-mail Deryck Svensson: golf@surreybiz.net

PAUL CAWTHORNE STEPS-IN TO RUN NETWORKING



If you're one of our keen networkers, taking part in the sessions that take place at the beginning of each Club meeting, fear not, we'll be continuing the networking that Joe ran.

With his reputation both as Chairman of the Sutton Breakfast Club and past President of Sutton Chamber, I asked Paul if he could help us out.

If you attended the 'Speed Network 100' event in February, you will remember that Paul was running the event. The reason you'll remember Paul is that he was the one blowing the whistle! Paul has agreed to be one of our helpers (rather than a committee member), and will make sure that there is someone to run the networking at each meeting.

Stephen Lewis, Chairman

YOUR CLUB NEEDS YOU!

If you've been an active member of Surrey Business Club for a while, you'll have eaten and drunk well, listened to a few speakers, and hopefully read our newsletter. Now we'd like a few of you to give something back above and beyond just being a member. We're now down to six committee members and five helpers (including Linda Haynes). It may sound a lot, but believe you me, for a more-or-less voluntary organisation, we don't want to land too much on the plate of any one person. Thus, we're actively searching for new committee members and helpers.

I know the mere suggestion of help tends to send people running, but remember, you are reaping the rewards delivered by 'the few' that currently run the Club. Your commitment need not be great, just enough to help oil the wheels. If you would like to help, please contact Stephen Lewis on:

01420 594644 chairman@surreybiz.net

 Surrey Business Club OFFICIAL MONTHLY NEWSLETTER	CLUB SPONSORS   	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
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