



# Surrey Business Club NEWS

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JUNE 2005

## EVENTS

www.surreybiz.net/events

**June 7<sup>th</sup> Kingswood Golf Club, BANSTEAD**

### SECURING FUTURE BUSINESS

We'll hear from three people how we can best protect and archive data on our computers.

**July 5<sup>th</sup> UniSdirect, GUILDFORD**

### LEADERSHIP THROUGH INNOVATION

Special ESF/UniSdirect-sponsored event ending on 'Out of the Closet' (dressing up).

**August 3<sup>rd</sup> (Wed) Village Hall, WOTTEN**

### BARBECUE & GAMES

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

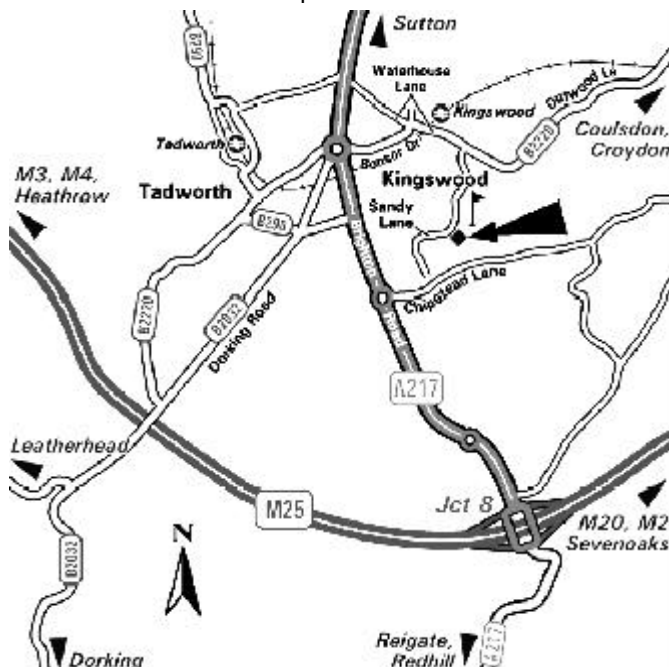
**September 6<sup>th</sup> LIGHTWATER**

### JOINT CLUB MEETING

Details have yet to be arranged, but it will be with Lightwater Business Association.

### WARREN ROOM, KINGSWOOD GOLF CLUB, SANDY LANE, KINGSWOOD, nr BANSTEAD.

From M25 leave at Junction 8 and join the A217 towards Sutton. Continue straight over two roundabouts, then at the next large roundabout, take the fourth exit onto Bonsor Drive (signposted Kingswood). Continue to T-junction (Kingswood Arms directly ahead) and turn right and continue over a railway bridge. Continue past the houses on the right, then turn right into Sandy Lane. Kingswood Golf Course is a ¼ mile down on the left-hand side. If approaching from other routes, find your way to the A217 and exit at Bonsor Drive as above. Note that there is no access from Chipstead Lane.



## 7<sup>th</sup> JUNE: Kingswood G.C., BANSTEAD

### 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 SECURING FUTURE BUSINESS

#### Make sure your data is accessible & safe

60% of businesses fail when they lose their data and records. Introduced by Paul Cawthorne, these expert speakers will make you aware of your responsibilities to your own and your client's business. Simple routines and some new products will protect systems and data and guarantee to make businesses highly efficient. Here are some examples:

OK, so key staff are on holiday and you need all the latest files and documents for an unexpected project meeting tomorrow. Now find them ALL in a few minutes!

Spam & viruses make up 70% of all emails. How can you save staff time and protect your data and reputation by eliminating these time consuming nasties?

Daily tape back-up takes time and is sometimes forgotten. Why not automate the task and keep data in secure off site vaults as well as on site for quick file restoration?

Our first speakers will be Richard Morgan & Nick StAubyn of TMC Document Management Services Ltd. Their 'Invu' electronic document management software enables you to do away with expensive and inefficient paper filing, to find documents more easily, and improve the security of vital information.

Andrew Homeyard of 'intY Ltd' will explain how 'ExoServer' provides SMEs with a single device solution to the provision of secure and reliable E-mail, Internet and remote home worker access. Additional products include email anti-virus filtering, email anti-spam filtering and web content control. This is a managed service requiring no in-house technical support.

Peter Hunter and Andy McCarthy of 'Artemis3 Ltd' will tell us about the 'InterVault' network attached storage unit that holds a backup of your data on a hard drive within your offices enabling instant recoverability. This service is fully-managed and remotely monitored to ensure performance. Overnight, a mirrored-copy is sent off-site to a secure storage Data Centre.

Prepare questions you've always wanted to ask and please invite your clients to attend - you may just help secure their business and prevent a disaster!!

Pre-register by  
**FRIDAY**  
3<sup>rd</sup> June

#### MEMBERS

Free (inclusive)  
meeting@surreybiz.net  
01372 800820

#### NON-MEMBERS

Free 1<sup>st</sup> meeting  
£15 thereafter  
guest@surreybiz.net  
01372 800820

## LOOK AS PROFESSIONAL ON PAPER AS YOU ARE IN LIFE

I have peddling this story for a long, long time, but it is taking a long, long time to sink-in! Nearly all of us have worked our socks-off to get our business off the ground and to keep it running. We wear several hats, often only enjoying wearing a few of them. Many spend many hours behind a desk or on the road, trying hard to undercut uncaring big businesses, offering better service and lower overheads. Fine, but your overheads should not be low because you are not presenting a professional image to your potential and existing clients. Let me give you an example.

You know you've got a client to meet this morning. When you get up, you probably put on a smart suit or professional-looking clothing, groom yourself and prepare to meet the world. You prepare your paperwork and put it into your leather briefcase, and you get into your smart-looking car. The meeting goes well and you produce your business card to give to your prospective client. It says your name, your mobile phone number, your E-mail address and your Web address. Your E-mail is mybusiness@btopenworld.co.uk and your website is www.mybusiness.co.uk - you don't offer your mailing address or landline phone number. You have a written logo that says MyBusiness, and it varies across the various pieces of paper you offer them.

What does your potential client think of you? Hopefully as a person you are convincing, so that will count in your favour. However, when your potential client looks at your paperwork, including your card, they might have doubts. Why don't you want them to know where you work from? Why don't you have a fixed phone line? How long have you been in business and what experience have you to offer? Why haven't you got a professional-looking logo? Why have you got an E-mail address that doesn't use your domain? What is it that your business does again? What position do you hold in that business? The list goes on.

Then they look at your website. This is often a very interesting route to try, as these tend to tell you a lot about a person's interest in this relatively new technology. For my part, I am the worst example, as I still have a single-page site. However, I make sure it reflects my company image - it just lacks content! In many cases, the information is well out of date; some even trouble to tell you that their site was last updated two years ago! Again, the image and the information often clash with everything else you do. In some cases, the website looks very professional, but it does not match-in at all with who you are, or what you do.

My golden rules for a modern business image are thus:

1. State as many forms of contact as possible, including fixed phone and mailing address
2. Register your own domain(s), and make sure that you use it for both your E-mails and website.
3. Say what you do in as many places as possible.
4. Use clear and consistent typefaces, colours, logo and paper. Choose a nice paper that's easy to colour-match.
5. Make sure that your designer understands your business needs, rather than just being 'Creative'.
6. Do not use any image, description or names that require constant explanation (such as your logo).
7. Enjoy your business image!

Stephen Lewis, Stephen Lewis Design Consultancy

## EASING THE STRESS OF HOUSE BUYING

Research shows that moving house is one of the greatest stresses we face in our lives. In its capacity to cause psychological distress it comes only after losing a close relative in terms of severity, and ahead of illness, loss of employment and divorce.

From the minute the For Sale board goes up outside your house, or you make the decision to buy your first home, to the minute you put the key in the lock of your new home - moving house can be a very stressful business.

In England and Wales, one in 10 home purchases falls through and 12% of sales fail after the offer has been accepted. Research has shown that when a buyer or seller is better prepared, the transaction proceeds more quickly and fewer problems arise.

In order that buyers can be better prepared I have written a guide intended to provide an overview of the house buying process in the UK. Whilst the house moving process is very stressful there is actually nothing complicated about it, once it has been explained in plain English. The guide is aimed mainly at first time buyers who have not been through the process before and need some explanation of the procedure.

It can also be used for those who have not been through the process for some time and have forgotten what is involved. This would cover someone for example going through a divorce or separation where the family home was bought with a partner a number of years ago, or alternatively where a mature couple are downsizing following the departure from home of their children.

It can be useful to anyone who is anxious about the whole process and for whom having a step by step guide may ease their concerns.

The guide starts from the first step of consulting a mortgage adviser to see how much you can borrow and then leads through to making an offer, the alternative surveys available, the mortgage offer, exchange and completion. Also included is a guide to the costs involved. At the end is a checklist of who to inform about your new address details and a checklist of what needs to be done in the run up to moving, split into 4 weeks beforehand, one week before, one day before and on the day.

If you would like a free e mail copy of the guide please contact Mary Waring of Direct Mortgage Associates on maryw.dma@ntlworld.com

## COMPUTER TIP OF THE MONTH

This is only a small thing, but is actually one of those useful tricks that I wish 'they' would tell you in the manuals. When you look at almost any listing on a computer that has columns, such as the files in a folder, you often find that the computer attributes arbitrary column widths, cutting-off file names. You may know that you can click on the line between the column headings to drag the column width to the size that you want. However, this can be very tedious to do every time, as it almost always forgets. The answer came to me by mistake - just double-click the same joint-line between the column headings, and it automatically sets the column to the longest name in the column. It's so simple when you know how!

Stephen Lewis, Stephen Lewis Design Consultancy



**SUCCESSFUL COLD-CALLING**

This month we convened at Surrey University to hear from an expert in a business practice we all try to avoid, whether faced with doing it ourselves, or having it done to us. Yes, folks, the dreaded cold calling! Like junk mail, and spam, we resent it intruding into our busy lives, and enjoy moaning about it. Yet it must work, else why would there be so much of it going on?

Our evening began with the usual formal networking session hosted by Paul Cawthorne, followed by a buffet with what can only be called 'substantial' sandwiches. Nobody went home hungry! Fortified by this hearty fare, we adjourned to the main meeting room for a presentation from Amanda Fisackerly (pictured top left), whose business is called Fizz. There was certainly a buzz in the air, as she set to 'exploding the myths' about cold calling.

Amanda's approach was relaxed and informal, as you'd expect from a professional communicator. The audience was involved from the start, with a brainstorming session on why we hate doing our own cold calling. Apparently we're afraid of rejection, we find it stressful, and we don't want to irritate our potential customers from day one... No wonder we don't do enough of it!

If you can't face doing it yourself, get a professional like Amanda on the job for you. After all, if you're a one-person business looking to impress the prospect, it may not be good for your image if you're doing your own cold calling.

However, Amanda explained how we can all do it very effectively with a little thought and preparation. Don't work to a script, but do follow a plan. Make sure before you call you know exactly who will buy your product or service, why they need your offering, and when they are most likely to buy. And drink plenty of water - talking can give you a dry throat, and dehydration is not a good idea when you need to perform effectively.

Listen to the tone, the voice pitch, and even their pauses - it's all 'body language for the ears!' They will ask a maximum of three questions before 'the big one' - "How much does it cost?" Be prepared, and keep gathering information about them so you can tell them how you've solved the same problems they're facing for other customers. As Amanda puts it, "Engage, don't enrage!"

In true SBC style, we enjoyed a thoroughly practical presentation, full of relevant content but entertaining and involving too. Cold calling doesn't seem half as daunting as it used to - so thanks Amanda, for a great evening.

Keith Grover, FreelanceCopy.co.uk



**WELCOME NEW MEMBERS**

**SAQQARA PROJECTS**

Mr. Graham Sercombe  
 If you have a computer network that needs updating or maintaining, then call Saqqara to get your systems sorted.

Tel: 01252 715400

E-Mail: [info@saqqara.co.uk](mailto:info@saqqara.co.uk)

Web: [www.saqqara.co.uk](http://www.saqqara.co.uk)

Address: 94 The Street, Wrecclesham,  
 FARNHAM, Surrey. GU10 4QR

**SUPPORT TEAM GROUP LTD.**

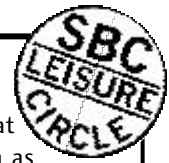
Mr. Richard Pawsey ([Richard.Pawsey@SupportTeam.co.uk](mailto:Richard.Pawsey@SupportTeam.co.uk))  
 Mr. Paul Finnemore ([Paul.Finnemore@SupportTeam.co.uk](mailto:Paul.Finnemore@SupportTeam.co.uk))  
 Richard and Paul can install and maintain an efficient and effective computer system. Their services are designed for smaller businesses to fit-in with tight budgets and flexible needs (see profile).

Tel: 0870 4109080

Fax: 0870 7668326

Web: [www.SupportTeam.co.uk](http://www.SupportTeam.co.uk)

Address: 1 Tannery House, Tannery Lane, Send,  
 WOKING, Surrey. GU23 7EF



**BOWLING**



May's ten-pin bowling session at The Spectrum, Guildford was fun as usual. As usual, Philip Jones topped the scores, this time with 273 for his two games, beating Deryck Svensson by only one point. Brian Finley wasn't there to defend his title - Linda Svensson came third on 247. We decided to have a change for eating out - we ate at a local Indian restaurant.

Join us for the next Bowling evening on **Tuesday 21<sup>st</sup> June** 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](mailto:bowling@surreybiz.net)

**GOLF**



I haven't had a golf report for the game on Thursday 26<sup>th</sup> May. I imagine that next month's golf will be on **Thursday 23<sup>rd</sup> June**. If you're interested, E-mail Deryck Svensson:

[golf@surreybiz.net](mailto:golf@surreybiz.net)

**THE SPIRIT OF OUR CLUB**

It interests me to hear the reasons why people joined Surrey Business Club, and why people leave. Some people believe that we are a networking club, whilst others think we're a social club. There was a period when we thought that we were going to become more of a networking club, but we cannot and do not want to compete with the likes of BNI, BRE and now Trafford. On the other hand, we have started the Speed Networking events, and a lot of informal networking does go on between members.

I now tell prospective members that we are a club for business people. Philip Jones wrote the strap line at the bottom of this page, and here he says that we are a forum for people. In other words, we are here to support the individual, helping you both relax, to network and to learn. This in turn should help you to run your business better. Our club is also about participation, rather than long-distance membership. I belong to Alton Chamber of Commerce & Industry, and the majority of members belong because they think they should. Many never come to meetings or contribute in any way - they just like to feel that their money helps support the cause.

Surrey Business Club is not a lobbying organisation - we exist to support you. Therefore it is important to come to meetings and to take part. By doing this, you will make friends, build business relationships and perhaps gain business. Whilst I can't say that I've gained much business through membership, I do like the feeling that I can call-up people I know to ask their advice, and delight in paying them when they provide a service I need. That is the spirit of our club.

Stephen Lewis, Stephen Lewis Design Consultancy

**FROM YOUR EDITOR'S CHAIR**




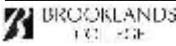
A warm welcome to our newest members: Graham, Richard and Paul. Can I urge our newest members to write our meeting dates in their diaries well in advance. It's not hard, as nearly all meetings are held on the first Tuesday of each month. Having said that, note that August's barbecue will be on Wednesday 3<sup>rd</sup> - the venue was not available on the Tuesday.

I would like to take the opportunity to point out that our resident copywriter and all-round comedian has been working hard to make our July meeting into something special. You may have noted last month's event calendar was somewhat different from this month's - a lot has been going on to make sure we have a venue for June (thanks to Paul Cawthorne) and for July's meeting. Not only has Keith found speakers for the July meeting, but he has managed to tie it all in with UniSdirect's programme of meetings that come under the European Social Fund. I look forward to this meeting very much, and I urge all of you to come along.

The aforementioned Paul Cawthorne has also been working hard for us, finding not one, but five speakers for this month's meeting. Unfortunately NESCOT were unable to let us have our usual venue this month, so after a mad panic, Paul managed to get us into 'his' golf club. For those that don't know, Paul is an avid golfer - some of us wonder how he makes time to run his business! Paul has made a big effort to organise this meeting, and so again I urge you all to make the effort to support this event.

A lot of hard work goes on to make sure our club runs, so please make the most of your membership.

Stephen Lewis, Editor & Chairman

 OFFICIAL MONTHLY NEWSLETTER	CLUB SPONSORS   	NEWSLETTER & CHAIRMAN Stephen Lewis, 4 Archery Rise, ALTON, Hampshire. GU34 1PG <a href="mailto:sbcnews@surreybiz.net">sbcnews@surreybiz.net</a> 01420 594644	MEMBERSHIP: Linda Haynes Upper Lodge, Holmbury Hill Rd Holmbury St. Mary, DORKING, Surrey. RH5 6NR <a href="mailto:membership@surreybiz.net">membership@surreybiz.net</a> 01306 730074	SECRETARY: Philip Jones Comrie House, Grange Drive, WOKING, Surrey. GU21 4BU <a href="mailto:secretary@surreybiz.net">secretary@surreybiz.net</a> 01483 772698
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Surrey Business Club is a not-for-profit organisation providing a forum in Surrey for people owning or employed by a small to medium enterprise, helping them to develop professional skills and business opportunities in a supportive social environment.