

# Speak out!

The SME Guru

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NEWSLETTER



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## Need a Speaker?

If you have an event coming up and you need a speaker/presenter, Martz is the excellent choice. Martz will have your audience motivated, enthused, entertained and participating in the event.

Martz is not a typical speaker, he does not have a set script, he researches your company, asks you questions and tailors the content to suit your event and audience. All of Martz' material is his own, examples and stories are relevant, real and recent, which means no address is ever the same.

His presentations are delivered in a content driven, yet humorous manner for which he is well known.

Martz is passionate about speaking and business coaching and seeing businesses succeed.

If you would like Martz to speak at an event, train your team, talk to you about business development, planning or consulting then please contact us by phoning 03 389 0777 (Office); or email Martz [martz@martz.co.nz](mailto:martz@martz.co.nz).

Check out our website

[www.martz.co.nz](http://www.martz.co.nz)

Welcome to the Martz Limited, newsletter. This newsletter will be short, sharp and to the point, jam packed with tips, traps and trends pertinent to our industry and with snippets that you are welcome to use and distribute with the appropriate notation as to source.

## Boots and All

As a professional business developer we help clients grow their business. Interestingly there are many potential and grave risks in growing, if it's not adequately thought out and planned.

Commonly we see a client with passion and enthusiasm launch out into a growth spurt (yes even in a recession) but this "boots and all" strategy is an extremely risky one to say the least. The old adage of catching one fish at a time might be a bit slow for some, but overall it just might be a safer growth strategy.

When all is said and done there are only four ways to grow any business, be you a panel beater, pharmacist, doctor or a massage parlour and we've worked with all those types of businesses.

The first way is to gain more customers. Now we want to add a rider here! More customers of *the type you want to have!* No more accepting anyone with a pulse, instead you need a targeted system and profile of just what type of customer is your preferred one. Once the target is locked and loaded then the marketing plan can be tailored to attract *just* the type you want more of.

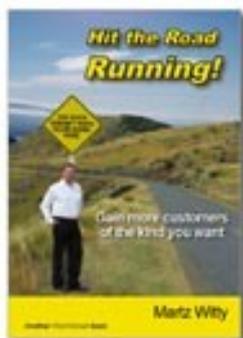
The second way to grow your business is to get the customer back more often, to increase the transaction frequency. Sounds simple enough and yet so many businesses hold a fear of being in their customers faces too much. So long as you have the 5 "R's" then you cannot be offensive or annoying, that simply doesn't compute. What are the 5 R's we hear you ask? You need the Right message to the Right person at the Right time using the Right tools and methods for the Right price.

Getting all the "Right's" lined up is something of a moving target, hence our recommendation you take a structured and staged approach rather than the old Boots and All tactics of some.

The third way to grow a business is to increase the average spend, be that by increasing prices, increasing the average sale volume or by adding something extra. Ideally a mix of all these can be achieved. We see McDonalds do it famously with their, "would you like fries with that" question.

The last way to grow a business is to be more effective in the business processes. This combines a mix of doing the right things as best you can through best practice and also by trimming unnecessary costs and overheads so long as customer service levels are not diminished. Automating systems can be a great saving here although we tend to suggest automating the 90% but leave a 10% gap to retain a personal and human element.

So as you go forth and multiply, keep a 'test – measure – monitor' philosophy in what you do, the risks of leaping in boots and all is just too great (if you get it wrong). Happy hunting!



## Hit The Road Running!

*Gain more customers of the kind you want.*

If you would like to buy a copy of this book personally signed by Martz email us at [books@martz.co.nz](mailto:books@martz.co.nz)

Only \$24.95 including postage within New Zealand.

If you would like this newsletter emailed to you please let us know. [jocelyn@martz.co.nz](mailto:jocelyn@martz.co.nz)



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