

Sirdar Expedition Journal



Where oh where has 2009 gone?

Scary thought - we only have four months left of 2009! So what are you going to do to take your business to new heights in the remaining four months? And then what is your 2010 looking like - have you set your plan? Are you in control of your business, or is your business in control of you?

Enjoy the critical business insights shared in this month's edition and have an outstanding August!

Sirdar Global Team

Business Tip of the Month

Where are you on the mountain?

Can you imagine your role as a business owner being like a mountaineer climbing for the Summit?

...Looking at your position on the mountain right now, are you climbing with all the right tools, team and equipment, or are you struggling and labouring up all alone..?



Too many people consider that being in business is effectively like climbing the mountain alone. Maybe not consciously, but certainly displayed through their daily actions.

Here's a couple of hard questions for you:

- Does your business simply provide you with a job?
- Do you work harder, longer and on weekends and earn LESS than your employed friends?
- Does waking up every morning trigger the start of a day full of reactive problem solving?
- Do you find that you focus almost entirely on the next step you need to take right now?

The problem of course is that you have to break this vicious cycle just long enough to listen and take a step back, and then start to look at alternatives you may not have otherwise thought of.

And if you do not do this, if you do not take that break from doing the actual climbing and invest it in planning, then would you agree you are never going to get to the top of the mountain and achieve extreme business success?

What are you going to do in the next month to stop 'running around the mountain' and actually invest time into taking you closer to your Summit?

Carl Bates,
Global Chairman

Case Study Of The Month

The Myth of being an Entrepreneur.

Around the world I hear this again and again, People 'talking up' what being an Entrepreneur is all about. People make it sound as though if you are not an Entrepreneur and out there building a huge enterprise you are a failure.

People link Success, Freedom and Wealth to the concept of being an Entrepreneur. People will do anything to hang onto the illusion of "I am an Entrepreneur", and the government will support them to do this, often at the expense of everything else, including themselves.

I recently spoke on the distinction Sirdar has between being a craftsman and building an enterprise, two activities Sirdar sees as being completely separate. Both are as honourable as each other; yet both have completely separate game-rules

A craftsman: Being naturally brilliant at your craft, like in my Grandfathers case, being a top Magician is his craft. He has the innate gift of the CRAFT of magic. This does not mean he could or should attempt to build an enterprise based around Magic, like a Magic Academy.

Another example, being naturally brilliant and passionate about being a green grocer, does not necessarily guarantee that you are going to be able to build a Pick n Pay, Coles or Countdown.

So what would happen if you celebrated your CRAFT and stopped trying to build an enterprise? In other words, what would happen if you let go of the attachment to "having to build" an Enterprise around your craft and purely focused on YOUR CRAFT itself?

One of our successful business clients in Cape Town, South Africa, reflected her insights from this conversation like this, *"After listening to your powerful distinction last week, I have chosen not to run an enterprise and to give myself the space and freedom to pursue my craft with love and appreciation for the fact that that is what I am, having let go of the ego perception that I can only be successful if I am running a successful enterprise"* Mignon Geysler, Peer Power, South Africa.

In this case, Sirdar South Africa's Chief Executive Brian Barenche', is now supporting the business through this transition and enabling Mignon to identify the right person to lead the building of the business enterprise itself.

If you love your 'craft' and struggle with the activities of 'business,' leaving the building of empires, enterprises and businesses to those whose craft it is, might be the turning point in your business as well.

On the other hand, if you are committed to building a successful enterprise, you should learn the game rules of successful enterprise. Invest in the right people to support your enterprise to grow and develop your 'craft' as an entrepreneur. Mignon would certainly advise you to.

Are you ready to achieve Extreme Business Success?

"I have Seldom seen a room of people so inspired and taking instant positive action to create AND implement truly solid processes to achieve totally new performance levels in their business."

- Paul Dunn, Globally Acclaimed Serial Entrepreneur & Business Mentor.



Sirdar New Zealand

Raewyn Bates - Chief Executive

Sirdar Astute Business Expeditions—we take our clients' businesses on an expedition of growth and development. Sirdar works with small businesses to grow their profit line and in turn empower communities through supporting sustainable enterprise.

Sirdar believes there are some critical factors to achieving success in businesses of any size, in any industry and in any country. The most important of these are the development of effective governance and management practises built upon a solid business strategy.

Reading this, you might think that your situation is different—you and your business are unique and only you can solve your own problems. How very wrong you would be.... The thing is, all businesses are the same. Just like when you climb a mountain, regardless of the mountain that you climb, the principles of mountaineering remain the same.

If you have been climbing for years and have been achieving the same result—I can tell you that if you keep giving the same input into your business you will always get the same output.

Albert Einstein defines Insanity as *'Doing the same thing over and over again and expecting a different result'*.

Take the time out today and implement a plan whereby your business is forced into a regular position of strategic planning and step out of the state of reactive fire-fighting by instituting a board of directors. If you would like any advice on setting one up in your business please [contact us](#) today because your business situation is NOT different, you and your business are NOT unique and you are NOT the only person who can solve your problems.

Local NZ News

We would like to acknowledge the response to our call for Directors and Business Development Managers, which was advertised recently, if you are interested in either, please [click here](#) and request more information.

Upcoming events in New Zealand:

Palmerston North

“How to Succeed during a Recession - What Recession?”, Wednesday 12th August, 08:45- 10:45

Wanganui

“How to Succeed during a Recession - What Recession?”, Thursday 13th August, 08:45- 10:45

To find out more or to book for either of these workshops please contact [Louise Oskam](#) or call her on 027 686 6999

[“Sirdar Business Summit”](#), Thursday night 5th, Friday 6th and Saturday 7th November, Rotorua.

CONTACT US:



+64 4 473 2555



Sirdar South Africa

Brian Barendse - Chief Executive

I recently watched a nature documentary on bees and was mesmerised by the ingenuity of Japanese bees in fighting off their most dangerous predator, the [Asian giant hornet](#). European bees have proven unable to fend off hornet attacks and an entire 30,000-bee hive can be decimated within a few hours. The Japanese bees however, have a very clever strategy. They wait for the hornet scout to enter the hive and in mass action they pounce on the hornet and start to vibrate their flight muscles at very high speeds. This raises their collective body temperature to the maximum they can tolerate of 47°C, while the hornet can only handle 46°C. They literally cook the hornet through their combined efforts. With the scout hornet taken care of the other hornets cannot find the location of the hive.

This fascinating evolution in nature left me pondering the powerful story this lesson shares with us. In business we often face competitors, economic factors and other forces that seem enormous and beyond our control. What are the “hornets” you are facing in your business at the moment? Like the European honey bee, we can easily be picked off by the threats that surround us. Perhaps we can take a lesson from the Japanese bee and protect our businesses from attack. Perhaps reflect on the following ways our Sirdar clients do this:

- Develop an astute, innovative and visionary strategy that leverages your collective strength.
- Have a team surrounding you that is unified and focused on implementing your strategy.
- Understand the real nature and characteristics of the threats you face so that your solutions encompass all the right information.
- Realise that it is not your size that counts but the collective impact you can make through your efforts, which makes the difference in our world.

Local SA News

One of the many rewarding aspects of my role as South African CE is to watch the amazing growth of our clients.

Diana’s Munchies, which specialises in allergy-sensitive baked eats, has acquired a new oven, a cooler, four fridges and a stainless steel table to support the fantastic sales growth the company is experiencing. In addition, Diana’s Munchies will be installing their own rice mill that will produce rice flour for the bakery as well as for new clients, thus adding a new product range into the mix. Well done team!

We also had a very successful week in Johannesburg as Sirdar expands its footprint into the corporate world and attracts enquiries for strategic alliances. According to our Johannesburg Business Development Manager Lisa Gering, the interest in our exclusive Sirdar Business Summit in October has stepped up, thus creating a huge demand for available seats. To book your place at this event, contact [Lisa Gering](#).

Upcoming events in South Africa:

Cape Town

“What it means to be an Effective Business Owner?”, Monday 24th August, 08:30-10:30

Johannesburg

“What it means to be an Effective Business Owner?”, Tuesday 25th , 08:30-10:30

To find out more or to book for either of these workshops please contact [Sirdar South Africa](#) or call 021 403 6334.

[“Sirdar Business Summit”](#), Thursday night 15th, Friday 16th and Saturday 17th October, Johannesburg.

CONTACT US:



+27 21 5315737





Creating the Right Energy to Build Sales

Business 'energy' is evident in many forms and has a significant effect on the sales a business will generate. When looking at building our sales, we need to look at all the input a customer gets from the moment they walk through our door:

- Are the colours, light and decor creating the right mood for our customer to relate to our core product or service offering?
- Does the music reflect our brand and put customers in the mood to match this? (Think of music in a surf shop versus a naturopathic clinic.)
- Are there odours that we need to mask or that we could create to attract clients? (Say, a chocolate scented candle outside a chocolate shop?)
- Does 'the look' match the demographic and target market that we are aiming at? (Upmarket, mid-range quality or cheap and cheerful?)
- Is the temperature set to create comfort and keep clients lingering longer?
- Are there things in our premises that irritate senses? (Vacuum cleaners, loud obtrusive doorbells, disorderly clutter, etc.)
- What energy (or mood) is being transmitted by our staff?

These points may seem obvious, yet what we don't realise is that the energy that we create is reflected most by those with the highest exposure to it—our team! In turn, our team will transmit that energy to all they come into contact with—most importantly, our clients.

As leaders in our businesses, we must ensure the energy we create and transmit supports the energy we want our team to exude also. We cannot expect our team to be positive, vibrant, helpful and respectful if we do not demonstrate and transmit that same energy.

If we create an environment that irritates our team's senses then that will transmit to our clients. Consider the doorbell—if the team find it loud and obtrusive, by the time they greet the client, every part of their stance may demonstrate this. On the other hand, if we create a more relaxing, vibrant or humorous sound, or even a visual cue rather than an audible one, then the transaction will be completely different.

Local Australia News

Wealth Dynamics is central to everything we do at Sirdar—from finding and managing our team members, to building our boards of directors, to constructing our team dynamics and composition. We have experienced incredible success by using this tool with our clients. Wealth Dynamics identifies your natural strengths and the things you feel are fun. That way you will always have the energy and the drive to work through the challenges. It provides you with a map to guide you on Your Path to Wealth and Success, allowing you to identify your strengths and weaknesses, which strategies you should be focusing on and the people with whom you should be surrounding yourself.

Sirdar Australia has two golden opportunities to support the growth of our expanding client base. For those of you familiar with [Wealth Dynamics](#), the first opportunity would ideally best suit Supporter/Blaze energy profiles. This role includes you being accountable for a variety of activities, from driving the sales and marketing activity in Brisbane through to co-ordinating our business workshops and presenting and speaking to groups about Sirdar.

The second opportunity is for our more detail oriented/grounded profiles—Traders/Accumulators and involves leading the implementation of our governance and management products to our clients. If you have an eye for detail, love building and maintaining long-term relationships with existing clients, this may very well be your ideal opportunity!!

For more information on either of these opportunities, please contact [Sirdar Australia](#)

Upcoming events in Australia:

Adelaide

"What it Means to be an Effective Business Owner", Monday 17th August, 18:00-20:00,

North Adelaide

"What it Means to be an Effective Business Owner", Tuesday 18th August, 07:30-09:00,

North Adelaide

"What it Means to be an Effective Business Owner", Tuesday 18th August, 13:00-15:00,

To find out more or to book for either of these workshops please contact [Sirdar Australia](#) or call 07 33498011 .

"[Sirdar Business Summit](#)", Thursday night 12th, Friday 13th and Saturday 14th November, Brisbane.

CONTACT US:



+61 7 33498011



Sirdar UK in conjunction with Sirdar Global Brand has been re-engineering our marketing strategies over the last few weeks. We have some exciting new projects being developed which include a new website and e-Marketing plan, launching Sirdar Digital Information products and re-doing all our branded collateral. I have pulled out some sale strategy nuggets from our planning sessions that I know will help you in stepping up your business.

1. Generate a consistent source of business leads using your website and internet marketing.

When you build a website and your [e-Marketing strategies](#) are running effectively, you will be attracting visitors and more importantly, converting them into sales. Your website must be able to motivate visitors to buy something on your website, call you or make an online enquiry. The whole goal of a good website is for the client to take the next step in the sales process. Lead generating and advertising tools such as Pay-Per-Click advertising (PPC) and Search Engine Optimisation (SEO) are two of the most reliable methods of getting visitors to your website, both immediately (PPC) and for the longer term (SEO). The final element of a websites success is to measure, refine and test for effectiveness.

2. Develop a centralised Client Relationship Management (CRM) system to consistently increase and monitor lead conversion rates and instil a culture of proactive sales and follow-ups to qualified leads.

Your database is a critical component of your success. It is ideally used to develop client relationships and engagement as well as to cross-sell or up-sell. 80% of sales are lost due to lack of follow-up. This process can be automated into a simple online CRM such as www.batchblue.com or something more complex according to your needs. If you are sending regular emails use a product like www.mailchimp.com. Please make sure you follow email best practices and adhere to anti-spam laws.

3. Eliminate obstacles to your sales process.

Part of the CRM and sales process will be the monitoring of and then systematic elimination of every obstacle to the sale. On your CRM system place a list of ALL the possible answers to questions and concerns that a prospective client might have which will excuse them to NOT buy your product. It will:

- Provide a starting point in resolving and understanding you shortcomings and problems in your sales and product offering.
- Everyone in your business will understand the issues and will therefore be able to navigate the sales process more effectively in a pre-prepared manner (pre-selling).

4. Identifying the key selling and marketing messages that will form the basis of your positioning within your market.

To attract more prospects and convert more sales, the first step is to create a brilliant marketing message and write copy designed to sell. A marketing message is like a key in that it needs to describe the problems your clients have and how you solve them.

5. Motivate your sales strategy.

Procrastination is one of the biggest obstacles to a sale. A large element of this strategy is to generate a sense of urgency into the sale by creating a:

- False time constraint.
- Limited availability.
- Special offer/opportunity.

6. Develop client stories and testimonials.

The concept of 'social proof' is critical in a marketing and sales strategy. It is a fundamental motivating force in someone wanting to make a purchase, especially if you include details about what the client was trying to achieve, the specific results you got for them and a quote in the client's own words testifying to how great you are to work with.

6. Develop client stories and testimonials.

A company's rain maker is often its most valuable asset. Unfortunately they are rare and usually very expensive commodities. To over-come this problem, create a network of resellers, affiliates and partners. Identify, research, engage and close deals with resellers. Effectively your sales force will multiply exponentially. Motivate employees to become or assist in the lead generating/sales process. Incentivise your entire workforce to be conscious of sales.

Hope this helps—happy selling!

CONTACT US:

 +44 208 1445652



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