



## Telephone etiquette - an amazing tool

The telephone – both a bane and a blessing for businesses. In fact, used correctly your telephone can be an amazing business tool.

For most businesses the first form of contact is over the telephone. It goes without saying then, that a professional, yet friendly telephone manner is paramount in obtaining or engaging a new client.

Even more important is the way that business phones are answered. Far too often, small business operators answer their line with a curt 'yes'. To maintain a professional image, you merely have to answer the phone correctly and speak

clearly.

Here are a few simple tips to put you on the road to having a professional telephone manner:

- 1 Answer the phone within three to four rings. No one wants to wait for ages for the phone to be answered.
- 2 Start with a greeting
- 3 Identify the name of your business so that your (potential) client is aware that they have reached the correct place.
- 4 Identify yourself. This gives a friendly approachable feel. It's wise to finish your sentence with your name so that it's the last word the caller hears, which means that they are



more likely to remember it. For example, instead of "...Helen speaking", say, "...this is Helen".

So remember, the way you answer your phone and the tone that you use can in itself improve your business. It really isn't hard, doesn't take much time or effort and it's absolutely free.

# Fridge Magnet Special



1000 professionally designed and printed full colour business card sized fridge magnets (89 x 54mm)- only \$550\*

Offer ends 31 January 2005  
Contact Debbie for more details:

on **4733 7668** or  
**info@whiteriverdesign.com**

\*terms and conditions apply

## Congratulations!

- To **Childs Pest Services** for winning the Hawkesbury Excellence in Business Awards in the Trades & Services Category. Could all this professionalism have anything to do with your great Corporate ID? (Wink, wink!)
- **CoreTalk** for the launch of the Australian and New Zealand offices of this world wide interactive communications company. White River Design has recently supplied their South African office with new collateral.

If you have a success story please let me know and I will include it in further editions of **gushhh**.

I can't believe that Christmas is just around the corner and that 2005 is mere weeks away!

It appears that everyone is frantically trying to get last minute jobs done before many businesses close down for the holidays.

Rest assured that **White River Design** will still be running as usual (although printing will be limited as the printers close for about 3 weeks).

Thank you to all who sent such wonderful feedback on the last issue of **gushhh**.

My apologies to Michelle Dawson from Crafty Kids who pointed out that the Trivia section on THE PAOMNNEHALPWEOR OF THE HMUAN MNID is not a good endorsement for children who have trouble reading or spelling. I do agree, and as this is a business newsletter, I trust that no children read it or that any parents took it to heart.

I would like to take this opportunity to wish you all a safe and happy festive season and may 2005 be a prosperous one for all of us!

Kind Regards

Debbie O'Connor

**white river design**

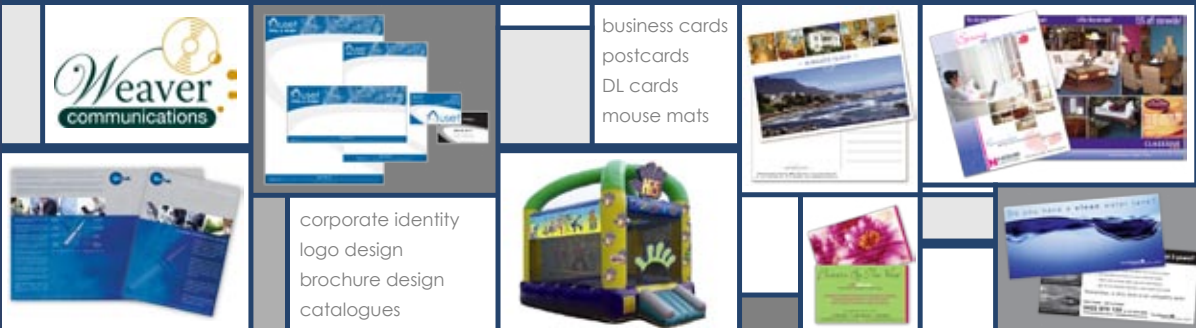
[t] 02 4733 7668

[m] 0425 213 897

[f] 02 4733 7668

[e] info@whiteriverdesign.com

## FEEDBACK



"Dear Debbie,

Just dropping you a line to thank you for the terrific brochures you designed for our business.

We were surprised by the ease of process from design to printing and the results are excellent. We can't wait to start our marketing using these great brochures."

*Lesley Hall,  
Penrith Valley Limousines*

## WANTED

Administration Assistant

Are you confident, friendly, organised and professional?

Are you an excellent communicator and team player with initiative?

Do you have time management & database management skills? Are you proficient at Microsoft Office and MYOB?

If this is you or someone you know, please contact Debbie on 4733 7668 or email your resumé to [info@whiteriverdesign.com](mailto:info@whiteriverdesign.com).

*Position required for 15 hours a week for an initial 2 month period.*

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**white river design**

[+] 02 4733 7668

[m] 0425 213 897

[+] 02 4733 7668

[e] [info@whiteriverdesign.com](mailto:info@whiteriverdesign.com)

## Glenmore Park Business Directory time again!

We have had an amazing response to the last edition of the Glenmore Park Business Directory from both advertisers and residents.



It appears that the map and bus time table have been very successful in getting locals to hold onto the directory. We have also put copies in the Gloria Jeans coffee shop at the Town Centre and they have literally walked out of the door!

Anyone interested in advertising in the next edition please note that applications open in January and early bird prices are available until 31 January 2005.

For a copy of the directory or an application form please contact Debbie on 4733 7668.

## Measuring your marketing is the key

Knowing what was spent and where, and what was achieved is fundamental to the success of any marketing campaign. It's all about accountability and means that you have got to know your numbers.

From the moment you begin to develop a promotion you would start thinking of your cost and potential returns. How much do you have to spend on promotions such as advertisements, telemarketing, brochures, in-store displays, promotional items and list hire, and what sort of dollars do you expect to see in return?

Measuring the performance of your marketing campaigns is vital to the success of your business. There is no point in spending thousands of dollars on a particular promotion if you can't identify what benefit it has on your business.

Here are a few tips for the marketing and measuring process for you to consider.

### Compile a budget

A simple spread sheet is all you need. If you aren't good with projections contact your accountant for assistance.

### Project your returns (or response rates)

Once you have a budget and know how much you are spending, you at least have an idea on how much you need to break even. Now work out how many responses you need to make a profit.

### Track your responses

Ask how clients heard of you - then document it! Have a spread sheet containing all your areas of marketing. Coding your promotions is another way to track the performance of a campaign.

### Evaluate your campaign

This should be done at the end of a campaign and definitely before you decide to do it again.



Areas to look at include:

- Actual number of responses
- Actual response conversions
- Actual costs
- Actual revenue
- Actual profit/loss

This information will become your new 'scorecard' and you will be able to use it as a basis for deciding on future promotions.

Good luck with the planning of your marketing and measuring for the new year!

*"Do-It-Yourself Marketing" - Greg Smith*

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