

THE MONTHLY NEWSLETTER TO HELP OUR CLIENTS BUILD BETTER BUSINESSES

February 2018

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"The ability to concentrate and to use your time well is everything if you want to succeed in business--or almost anywhere else for that matter."

Lee Iacocca

"Love Your Customers And They'll Keep Buying"



Sumit Agarwal

February is the month of 'LOVE' so I thought I'd open this month's issue by focusing on your customers, clients or patients. More importantly, why we need to make them feel 'LOVED'!

On average, and for a variety of reasons, most businesses will lose between 10% and 20% of their existing customers each and every year. Customers come and go. It's simply a fact of life.

Some of the reasons for customer attrition are unavoidable but others are in the complete control of the business.

Interestingly, according to a recent survey by the Sales and Marketing Executives International, customers stop

buying for the following reasons:

- 1% die
- 3% move away
- 5% develop other friendships
- 9% leave for competitive reasons
- 14% are dissatisfied with the product or service
- 68% leave because they were treated with indifference, disrespect, apathy or neglectful behaviour on the part of employees of that business organisation with whom they interacted

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Creating An Effective Agenda

But what is good news is that 82% of a business's customers leaving because they are unhappy is not good news in anyone's book.

Because 68% of people leave through indifference, with a bit of 'handholding' many of these customers wouldn't leave in the first place, and those that do can be 'won' back.

As a business, we work very hard to keep our clients happy. We're not perfect by any means but we focus on every interaction we have with them and make sure at the very least they are happy with the outcome. We also regularly tell them we appreciate their business, and when they refer people to us, we say 'thanks' and send them a gift.

There's more we do, but I can tell you from my own experience that once you get a customer it's your job (and the job of your team) to make sure you hold on to them. It's not difficult to 'love' our customers, as long as we don't forget. After all, even a loved one needs telling how much you care every so often!

SA

Having a printed agenda is one of the important ingredients for creating a successful sales meeting.

But you don't have to restrict the use of an agenda to just face-to-face meetings.

You should use them for seminars, webinars, teleconferences and any other interaction you have with your existing and prospective customers, clients or patients.

Agendas have become an 'endangered species'.

They are rarely used today in business, but they have so many advantages and benefits...

- First, they give you control. It's a little-known fact that an agenda gives complete control to the person who created it in the first place.

- Second, they show you're organized and professional.
- And third, they ensure you don't forget to cover the main points of the presentation.

The example shown on page 4 is a template of the style of Agenda we use for our regular meetings.

There's no 'rocket science' when it comes to creating an effective agenda. The fact that you use one is the most important reason for having one.

But let's just cover the main points that you need to address...

- **GIVE IT A HEADING**

Make sure you give your agenda a title. Ideally, it should include a benefit of the meeting and add a sense of importance.

Notice in the agenda on page 4 the title is 'Building A Better Business'.



Creating An Effective Agenda

The meeting is therefore structured around this one big promise. Make sure you do the same thing and create a title that gives gravitas to the meeting.

- WRITE IN THE 'LOCATION', 'DATE', 'TIME' AND 'ATTENDEES'

Your agenda is a very effective sales tool, but it also acts as a reminder and a confirmation of your meeting details.

Enter the location, the date, time and the names of the people attending the meeting.

- ENTER THE MAIN ITEMS YOU WANT TO DISCUSS

Now simply list the high-level items you want to discuss during the meeting. Make sure you don't have too many points on the agenda. Half a dozen points is adequate.

You must think carefully about the main elements of the meeting. Don't just

write down what first comes into your head.

Think about the key parts of the meeting and what things are important to the customer or potential customer.

(As an aside, you should send the agenda to the person you're meeting a couple of days prior to the meeting to ask if they want to add anything to it. This is just good practice, so make sure you do it.)

- ADD A NOTES SECTION

The notes section is more important than many think.

The person you're meeting will use it to write their thoughts on (it's always best to have the notes with the agenda otherwise they could easily be lost).

But equally as important, you should use this notes section to write down important things that will help you close the sale or move it to the next stage of the sales cycle.

Simple. Easy to use, but very effective. From now on, make sure you use an agenda!

Continued on page 4...



Dumb Criminals

A pair of would-be Chicago restaurant robbers have proved not every crime has a "mastermind" behind it. Chicago police and prosecutors say Mario Garcia, 39, and Domingo Garcia-Hernandez, 28, went to the Clifton Grill in West Rogers Park late Sunday demanding food and telling the owner, "I will kill you, I have a gun with me," the Tribune reports.

Concerned for his customers' safety, police say the owner told the men he was too busy but to come back in an hour - and they did. According to CBS Chicago, when the men showed up a second time just after midnight, they demanded \$100 in addition to food.

The owner told the guys he needed to get his wife's check book, which bought him enough time to call police. The men were charged with one count of attempted aggravated robbery each.

Garcia-Hernandez is also charged with possession of a replica firearm, United Press International reports. According to police, the replica used: a squirt gun.

The Thought That Direct Mail Is Dead Will Cost You Thousands If You Believe It



Steve Hackney—Helping you to quickly grow your business

Many people ask me if they should (still) use direct mail to grow their businesses. People think that the 'Internet' is the only media type now and have confined direct mail (any type of printed material that you mail the good ol' fashioned way). Let me tell you... this is broken thinking. In many respects, direct mail is even more effective now than it used to be.

Look at the first page of the mailing on page 7. This is a mailing I get every two months or so. That tells me one thing—it's working... and working well.

We use direct mail every month and I can't ever see an end (not even close) to that. In fact, it's still our most effective media and when you combine it with online media such as email, it really has the power to skyrocket your results.

In fact there's gold in that last sentence—READ IT AGAIN!

I'll admit, we NEVER use direct mail on its own. That's NOT because it's not effective as a stand-alone media, but because when you run a multi-media campaign your results should almost always be far better than just relying on one media.

If you're relying on email as your main or only method of communicating with clients, customers, patients and prospects then you're going down a risky road... a very dangerous road!

You only have to look at your open rates to know most people aren't even opening your emails (never mind reading them!).

But combine that with direct mail and all of a sudden you're massively increasing the odds of your message getting through to your intended recipient.

BETTER STILL, WHILST YOUR EMAIL IS FIGHTING TO GET NOTICED AMONGST DOZENS OR HUNDREDS OF OTHER EMAILS, YOUR MAILING PIECE IS NOW ONLY BATTLING WITH A FEW OTHER PIECES.

This is a very important point to note. The less clutter your message competes with, the more chance you have of getting noticed. You can't get round this with email. Your only real clutter busting technique you have at

Continued on page 6...



Cryptic Puzzle Of The Month

My first is in kendo but not in Olympics.

My second is in hurdles and in hunting.

My third is in bowman and in bowling.

My fourth is in cycling and in golf.

My fifth is in flying and not in swimming.

My last is in running and not in dancing.

My whole is a sport.

What am I?

ANSWER ON PAGE 7

Direct Mail Isn't Dead

your disposal is your subject line.

We test literally hundreds of different email subject lines to find out which subject gets the best open rates and response rates for this very reason.

...and while your mailing piece isn't competing with as much clutter, you also have many other ways of standing out and freeing your mailing from the clutter—envelope copy, envelope format, lumpy mailing (like the example pen used in the mailing shown here), different sizes... the list goes on.

You see, direct mail is so versatile. Sure it costs in terms of getting it delivered. You've got print costs (very low these days), postage (not so low these days) and fulfilment (can DIY or outsource and either way not too bad cost wise).

So if you're looking to get an uplift in sales with new or existing customers, one easy way is to use direct mail as part of a coordinated campaign.



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Mr Stephen Hackney
Academy For Growth Ltd
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WILMSLOW
Cheshire
SK9 5BG

Dear Mr Hackney,

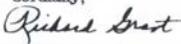
In honor of your anniversary, we want to offer you the Special Edition 8-year Mythic Stylus Pen. Take a moment to look at the personalised sample we've enclosed. Looks great, doesn't it? Now just imagine how impressed your customers and prospects will be when you present them with this extraordinary ad gift. Not only will they remember your thoughtfulness and generosity, but they will be reminded of your company day after day and will share their sentiments with all their friends who notice and admire this truly exceptional executive gift. Now you might expect to pay as much as £5 – £10 in fine retail stores for a writing instrument of this quality. In honor of your 8-year anniversary, the price of the Mythic Stylus pen is not £10, not even £8. During our 30-day Introductory Offer, you can buy:

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Simply fill out the order form and return it in the enclosed postage-paid envelope, call in your order to Freephone **08705 134 204** or fax it to Freefax **0800 132 488**. For Fastest Service — Order Online at www.orderpens.com/gb. **Your Web Page Password is 243KUCBG.**

Cordially,

Richard Grant,
Vice President of Sales

UCBG-001727

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YES! Please Rush My 8-Year Anniversary Laser Engraved Mythic Stylus Pens. Buy 1, get 1 FREE! Invoice me later. My satisfaction is 100% guaranteed.

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<input type="checkbox"/> 50	£49.00	+ 50 Free
<input type="checkbox"/> 100	£96.00	+ 100 Free
<input type="checkbox"/> 150	£141.00	+ 150 Free
<input type="checkbox"/> 250	£230.00	+ 250 Free
<input type="checkbox"/> 500	£450.00	+ 500 Free

2. Choose the colour (tick one only):

a. Barrel choice:

Gunmetal (FUV-GM) – (sample) Blue (FUV-BL1)

Emerald (FUV-EM) Burgundy (FUV-BUR)

3. Check your FREE laser engraved imprint:

ACADEMY FOR GROWTH LTD
Wilmslow SK9 5BG

Or make imprint changes here... *It's free!*
Up to 2 lines, 40 spaces / characters per line. If unprinted pens required, please tick here .

b. Ink choice:

Black – (sample) Blue



Super Referral Program

We have created our Referral Scheme to reward our clients for recommending us. **We will pay you £100** when your referral has joined up to one of our packages and paid their first month's fees. **Even if your referral decides not to join us we will still give you a gift voucher as a thank you for recommending DNS.** Although we think this is a very generous amount we have decided that it is not enough so we have added an additional twist to our referral scheme! Not only do you receive £100 as a referral fee, but we also want to offer you something extra to make it even sweeter.

If 3 of your referrals join DNS in 2017 you get 50% discount off your fees for Jan 18 to Dec 18.

If 5 of your referrals join DNS in 2017 you get 100% discount off your fees



What Clients Say About DNS Accountants

“Best Accountant Ever”

“Ankit Sharma has done a great job with my account. He spent around 4 hours on Saturday to clarify my queries. He was very calm and answered all questions and advised me the best way forward.

“I’m really pleased Best accountant ever I have worked with so far.

“Thank you for all the help and support .”
Deepika Varaganti
Capsi It Solutions Limited

“Very Pleased with the service”

“I’m very pleased with the service, thank you. Particularly pleased with how Muhammad’s expertise and attention to detail.”
Ms. Lora Asparuhova Sivova
Beaumont Swiss Limited

“Very Professional and Support is Timely”

“I am very happy with the services extended to me by DNS. The approach of the entire team is very professional and support is very timely. Kindly share these

comments with Sumit Agarwal. I was apprehensive to begin the contract but I have been very positively influenced.

“A special mention for Sahil, who has always been supportive and a patient listener. If DNS has more people like him, your team will go very far.”
Sudeep Mathur
PGSM Consulting Ltd

“Good Work Deserves Good Words”

“What a year it has been working as a fire risk assessor in today’s dynamic business services sector. It’s good to know our accountants have been with us all the way understanding our business and offering information and business building tools proactively and over the years it’s given us great peace of mind as we approach each tax deadline from VAT return to year end to know DNS is looking after the finer detail behind the scenes, allowing our business to focus on what we do best and this is why when I heard the news about DNS winning their most recent award I was not surprised. I was able to share the good news with my business associates and network.”

Good work deserves good words.”
Simon Pauley, Director
Call Point Fire Ltd

CRYPTIC PUZZLE ANSWER

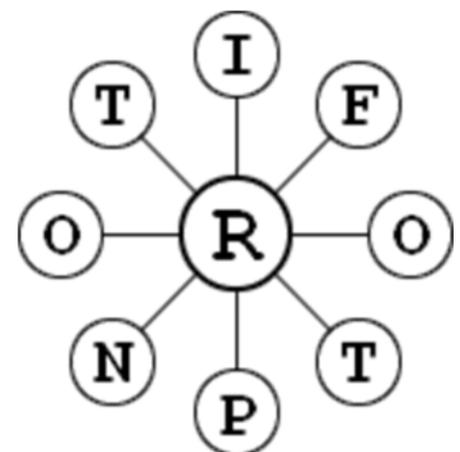
Kung-Fu



Brain Tracker: How Many Words Can You Find?

Using the BrainTracker grid below, how many words can you find? Each word must contain the central **R** and no letter can be used twice, however, the letters do not have to be connected. Proper nouns are not allowed, however, plurals are. Can you find the nine letter word?

Excellent: 29 words. Good: 24 words. Average: 16 words.



Bet You Didn't Know



- Some kinds of frogs can be frozen solid then thawed, and continue living.
- Coco Chanel started the trend for sun tans in 1923 when she got accidentally burnt on a cruise.
- The first known marketer of the flushing toilet was Thomas Crapper.
- Human thigh bones are stronger than concrete.
- Coca-Cola was originally green.
- The only 15-letter word that can be spelled without repeating a letter is uncopyrightable.
- Emus and kangaroos cannot walk backwards, and are on the Australian coat of arms for that reason.
- If you try to say the alphabet without moving your lips or tongue,



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-  *Company Accounts*
-  *Self Assessment Tax Returns*
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-  *VAT*
-  *Payroll*
-  *Bookkeeping*

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- Award Winning Accountants
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- Expert In-house Tax Consultants
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"Why isn't there mouse flavoured cat food?"