

# THE MONTHLY NEWSLETTER TO HELP OUR CLIENTS BUILD BETTER BUSINESSES

February 2017

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Fall In Love With Your Customers &  
Watch Your Profits Soar In 2017

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"Keep away from people who try to belittle your ambitions. Small people always do that, but the really great ones make you feel that you too, can become great."  
*Mark Twain*

## "Fall In Love With Your Customers & Watch Your Profits Soar In 2017"



*Sumit Agarwal*

Since February is the month of 'LOVE' I want to start this month's issue talking about the importance of looking after (loving) your customers.

It's easy to forget about the value of your customers. Most businesses work very hard and often spend a lot of money to attract customers to them but then there's no consistent follow-up in place to embrace customers, look after them and ensure they keep buying.

Even if your business is good at this, you can always improve. You can always love 'em more! It's far easier to keep hold of existing customers than to find more. Furthermore, depending on the statistics you read, it costs 5-10 times LESS to market to existing customers than it does to sell to new ones.

The fewer customers you lose... the more profits you'll generate (as long as you have systems in

place that ensure existing customers keep buying from you).

So what can you do to improve the relationship you have with your customers ?

There are 3 things you can do that will have a huge impact and don't take time to implement. They will all strengthen the bond between you and your customers. Try and put all 3 strategies in place over the next few weeks...

- **Thank You Notes:** Whenever a customer buys from you, send a simple 'thank you note'. Depending on the volume of your orders, this could even be a handwritten note thanking them for their custom. Very few businesses do this. Think about it... how many times have you received a thank you note after buying a product or

*Continued on page 2...*

# Creating An Effective Agenda

*Continued from page 1...*

service (either at work or at home)?

- **Your 'Tip Of The Week':** No matter what you sell, you can provide useful, beneficial information to your customers on how to use your product or service better, how to improve results, how to apply short-cuts... and so on. This could literally be as simple as sending an email each week, with one or two tips in it. What it shows is you have your customers' interests at heart. Also think about it... an email like that will take you just a few minutes to write each week but gives you 52 'touch points' with your customers. Your 'P.S.' could even include a link to a special offer of the week!

**"Your 'Tip Of The Week' Can Also Be A Valuable Sales Tool"**

- **Customer Newsletter:** You don't have to start with an 8 page newsletter like this. But we know from the feedback from our clients just how valuable a newsletter can be to build a 'loving' relationship!

Enjoy! 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 opposite is one that hundreds of members use across the world.

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 opposite the title is 'Building A Better Business'.

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



# Creating An Effective Agenda

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

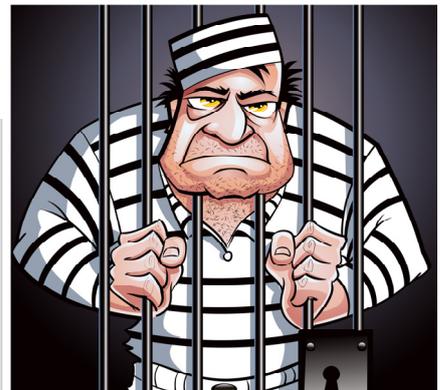
The notes section is more important than many think.

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

### Parlez-vous idiot?

The victim's jewellery was missing, the electronics were gone, and a window was smashed. No wonder she was hysterical when officer Charanjit Meharu of the Calgary police arrived. Then her French-speaking father called. Speaking in French, she explained that it was all a scam in order to get the insurance money. What she didn't suspect was that Officer Meharu speaks six languages, including French.





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



*Steve Hackney—Helping you to quickly grow your business*

**M**any 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



## Cryptic Puzzle Of The Month

My 12, 8 and 9 is a sheep.

My 3, 5 and 6 is not high.

My 1, 8 and 9 is a sweet potato.

My 7 and 2 is a male she.

My 7, 8, 4 and 5 is a glow around the head.

My 12, 11, 2 and 3 is used in fishing.

My 7, 2 and 10 can be found at the bottom of a skirt.

My whole is a type of bird, what am I?

**ANSWERS ON PAGE 6!**

# What Clients Say About DNS Accountants

## “Acted with Utmost Professionalism and Diligence”

“Although not asked, I thought it important to drop this feedback for Alfred and Gaurav. They have both assisted me tremendously through the last year. They have acted with utmost professionalism and diligence. They have made me feel comfortable and at ease. Although sometimes, I don't like

a gift but I am not sure what I am allowed to give just as a token of my appreciation.”

*Ms. Iriwua Iris Igbinovia  
Clairiz Limited*

## “Pleased with 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.”

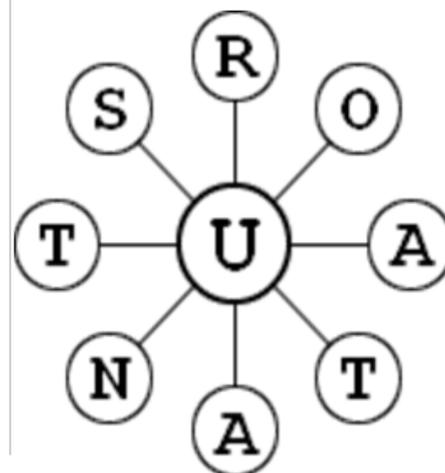
*Sudeep Mathur  
PGSM Consulting Ltd*



## 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 U 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: 50 words. Good: 35 words. Average: 25 words.



*We are experts at helping our clients financially manage and grow their business!*

to hear what they have to say but then again no one likes to pay any tax. I want to say thank you to you and to them for providing an excellent service the past year. I would like to thank them with

### CRYPTIC PUZZLE ANSWERS

Answer: A Yellowhammer.  
RAM, LOW, YAM, HE, HA-  
LO, REEL, HEM

# 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  
Unit 1-10 Springfield House  
WILMSLOW  
Cheshire  
SK9 5BG

Dear Mr Hackney,

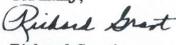
In honor of your anniversary, we want to offer you the Special Edition 8-year Mythic Stylus Pen. Take a moment to look at the personalised sample we've enclosed. Looks great, doesn't it? Now just imagine how impressed your customers and prospects will be when you present them with this extraordinary 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 50-day Introductory Offer, you can buy:

**30 Pens for only £30.00 + 30 pens FREE!**

That's right! We will send ONE FREE Mythic Stylus Pen for every one your order. You will pay as little as 90p each, depending on how many you order!

**Order Today And Start Celebrating!**

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](http://www.orderpens.com/gb). **Your Web Page Password is 243KUCBG.**

Cordially,  
  
Richard Grant,  
Vice President of Sales

UCBG-001727

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Detach order form here before faxing or posting.

## ORDER FORM



Admail 95 • Manchester M60 9FJ  
Tel: 08705 134 204 • Fax: 0800 132 488

**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.

**1. Choose the quantity of Mythic Stylus Pens:**

| Quantity                     | Special Offer | FREE Pens  |
|------------------------------|---------------|------------|
| <input type="checkbox"/> 30  | £30.00        | + 30 Free  |
| <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 |

**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 .

**2. Choose the colour (tick one only):**

**a. Barrel choice:**

Gunmetal (FUV-GML) - (sample)

Emerald (FUV-EMD)

Light Blue (FUV-LBL)

**b. Ink choice:**

Blue (FUV-BLU)

Burgundy (FUV-BUR)

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 for Jan 18 to Dec 18.**

## Bet You Didn't Know



- A starfish has no brain.
- Not only the fur of a tiger is striped, the skin is striped too.
- No two lions have the same whisker pattern.
- A gold fish can remember something for about 3 seconds.
- Wayne's World was filmed in two weeks.
- It was a dentist who invented the electric chair.
- 90% of all New York city's cab drivers are immigrants who just arrived.
- The only animal that cannot jump with all legs off the ground is the elephant.
- Mickey Mouse was the first animated figure to win an Oscar.
- Crocodiles cannot stick their tongues out.
- The 'X's that people sometimes put at the end of letters or notes to mean a kiss, actually started back in the 1000s when lords would sign their names at the end of documents to other important people. It was originally a cross that they would kiss after signing to signify that they were faithful to God and their king. Over the years, though, it slanted into the X.

## Ask Us About Our Unique Accounting Services...

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- Award Winning Accountants
- Free Online Accounting Software
- Expert In-house Tax Consultants
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**CALL US ON 03300 886686 TO ARRANGE  
A FREE NO OBLIGATION MEETING**

## Our Contact Details:

### DNS Accountants

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[www.dnsaccountants.co.uk](http://www.dnsaccountants.co.uk)



**"As long as we're being honest, it was your decision to follow my recommendations that cost us millions."**