



# BIZ INSIDER

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## *A word from the Editor*

Sometimes we all get so involved in the detail of our business that we fail to allow adequate time to focus on what makes it all tick 'Sales'. It really is the lifeblood of most business' and without sufficient sales and a healthy sales model, the future of the company will be in doubt.

One of the core truths about sales that we should get to grips with is the fact that selling is not really about pushing products on people but more about solving a problem. In a nutshell your solution aims to improve the customer's current condition.

Here are 3 tips to consider:

### **Connect your product to the needs of your customer**

As stated above, you need to pivot your thought process from how to close a deal to what problem you are trying to solve. Before listing off a product's features, you should find out from the prospect what kind of pain points they have.

### **Deliver an appropriate solution**

Prospects know when someone is just trying to sell them something, regardless if it is the right fit or not. Don't be that person. Instead, provide a solution the prospect truly needs, based on their unique set of circumstances.

### **Always look to add value**

All too often, sales people will contact the customer until closing the sale, and then once the deal is done. This is a missed opportunity. Check in with your clients on a regular basis and listen to their evolving needs and keep the communication channels open.

Consistently try to do something better, faster or more efficiently for the market. You're looking to create and innovate. You're bringing something unique into the world. Try to bring this spirit and passion into your sales conversations with customers.

*T Hooper*

# Getting Analytical with Google

FEATURE



In a lot of ways, Google Analytics is like the eyes and ears of your website. The popular free tool automatically collects helpful data for you, so you can better understand, serve and build your online audience -- and your customers.

Having a website but not knowing how people use it is like talking without listening. Whether you're selling products, driving customers to offline stores or building your brand, Google Analytics takes the guesswork out of measuring how well you're achieving your website goals.

Why is it important to gauge my website metrics in the first place?

Knowing precisely what your website visitors -- who are often current and potential customers -- like and dislike about your site can help you reach your overall business goals.

"Once you understand your customers' preferences and tastes, you are in a much better position to create a better experience for them," says Waisberg, of Google Analytics Integrations. "And a better website experience will inevitably lead to a happier customer."

**Read More**

<http://www.entrepreneur.com/article/228493>

FEATURE

# Getting the Best

Out of Employees



A bad employee will set you back months, if not years, and a good employee will pay for themselves tenfold.

So the real question becomes: How do you get the best performance out of good employees? Some would argue you just hire the right people and get out of their way, but I would submit that's not enough.

Employees, even the brightest ones, need to be set up for success. That requires putting goals, systems and processes in place for them. My experience also tells me that people react well to incentives and no employee, regardless of their talent and drive, will succeed in a poorly architected or maintained business.

All of this boils down to the fundamental principle of ensuring that business goals are aligned with employee performance standards. Doing so can quickly turn average

employees into good ones and good employees into great ones. It's something I've been working on at my own firm as we grow and these rules are transferrable to other companies.

At this point, you may be thinking, "That works great for a service business, but my business is different." While each company is different, all organizations need employees to support their company's overarching strategic goals. There is always a way to provide the right business architecture and incentives to your employees.

Regardless of industry, all companies are basically going after the same thing: Provide something that someone needs at a profit. You need your employees to be aimed at providing the same thing.

**Read More**

<http://www.entrepreneur.com/article/228242>

FEATURE



## Insider Goes ONLINE

To find some interesting websites...

### Social Media Examiner



The world's largest online social media magazine, Social Media Examiner helps businesses discover how to best use social media, blogs and podcasts to connect with customers, drive traffic, generate awareness and increase sales. This web resource is rich with content and good advice and will help you navigate the constantly changing social media jungle.

<http://www.socialmediaexaminer.com>

## Social Media

CHECK US OUT

Take a look at JR.bizlink's social media activity and sign up for alerts...



## Vendor or Supplier Partner?

FEATURE

Relationships between buyers and sellers have existed since humans began trading goods and services. These relationships developed in a natural way over time as buyers and sellers developed trust and friendship. In the past 30 years the landscape has changed somewhat.

In 1983, *Purchasing*, in its Vendor Profile Forecast predicted that in the following five to 10 years almost every retailer would be moving to closer relationships with proven suppliers.

Since then there is growing evidence that to be competitive, retailers are moving away from a traditional approach of adversarial relationships with a multitude of suppliers, to one of forging longer term relationships with a few select suppliers; more of a partnership!

A new acronym was being widely used by 2009 – SRM or Supplier relationship management.

SRM is defined as the discipline of strategically planning for, and managing, all interactions with suppliers. This requires creating closer, more collaborative relationships with key suppliers.

Technology is assisting significantly in facilitating good SRM. Information gathered at the point of sale is cleansed by a third party, analysed, and sent to trusted suppliers who replenish automatically to previously agreed limits. This results in better merchandising and better sales.

New technology solutions are purpose built to enable SRM. These systems can be used to gather and track supplier performance data across sites.

The old system of 'selling in' has now been replaced with 'selling out'. Suppliers recognise that it is not smart to sell too much in. If they do, it often comes back to bite them.

Read More

<http://www.insideretail.com.au/2013/08/30/just-vendor-supplier-partner>

## Take control of your systems with **Invoicelink**

FEATURE

*Tired of double entry invoice practices with software systems that cannot talk to each other? Finding your bookkeeping time consuming and difficult?*

At JR.bizlink we not only understand these frustrations but we resolve them. As a leading provider of services to small and medium pharmacies we recognise that to compete seriously businesses need to adopt innovative and time saving solutions that result from linking software systems (e.g. Point of Sale, accounting, payroll, rostering and banking) and eliminating double processing.

**Invoicelink** is a tool developed by us that automates the transfer of invoice data from the pharmacy's Point of Sale (POS) into Greentree's accounting package .

"Invoicelink is a really time saver, with the added bonus of verifying what data has been imported via the POS Systems. A great House Keeping Tool."

**Tammy Martin, North Queensland Pharmacy Alliance**

To show you how to take control of your systems and how Invoicelink can empower your business and reduce costs please give Teresa Hooper a call on (07) 3222 8400.

QUOTABLES

*"Any sufficiently advanced technology is indistinguishable from magic."*

**Arthur C. CLARKE**



## Contact the Team

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