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10 Things We All Need to Understand to Make Our Business Successful

**A workshop for business owners,
managers and frontline staff**

This interactive seminar is presented by Dr Ian Brooks, one of Australasia's leading experts in business management, and customer care advisor to the Holiday Coast Credit Union, Bras n Things, Adairs, Sanity Entertainment, Diva, Lovisa, the NZ Marine Industry Association and the Insurance Brokers Association of New Zealand. Ian is the author of 16 books. His latest is called *Believers* (www.believers.co.nz). Ian delivers 120 keynote addresses, workshops and seminars in Australia and New Zealand every year. He is also a practicing businessman.

10 Things We All Need to Understand to Make Our Business Successful is designed to give the owners, managers and frontline staff of small to medium sized businesses a good understanding of what they need to do to build a successful business in this challenging market.

At the end of the workshop, you will have a good understanding of the basics of business success and service excellence, and any of your customer-facing staff who attend will know exactly what they have to do to help grow your business and increase your profits.

Programme

0830 Interactive presentation: ***Basics of Business Success***

- It's getting tougher
- We are in the customer business
- Who is a customer?
- How to grow our business
- Who is our best customer?
- The Life Time Value of a customer
- Make our customers successful

0940 Small group exercise: ***Identifying our best customers***

1005 Morning Tea

1020 Interactive presentation: ***Turning Customers into Believers***

- What's the difference?
- Why turn customers into Believers?
- It's about the customer experience
- We make the biggest difference
- Our customers will tell us everything we need to know

1130 Activity: ***Our next steps***

1150 Summary and conclusion

1200 Finish