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News & Info from ...



Newsletter: Vol. 11, Issue 2 - April 2011

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WELCOME!

Welcome to our new subscribers!

I've just returned from a quick trip to Melbourne for the Australian VA Convention. Another great convention with interesting speakers and topics - and nice to catch up in real life with VAs I've known for some time 'virtually'.



The average person's left hand does 56% of the typing.

I've decided though that 'service' is dead. When we collected our hire car from the airport we realised there was no street directory in the car. Seemed strange since it wasn't fitted with a GPS and since we were collecting it from the airport, chances were good we were 'out-of-towners' who didn't know our way around Melbourne. When we stopped at the exit to ask the hire car company attendant where the street directory was he replied "I can give you one but it'll be an extra \$3. Do you want it?" There's a word for that ... extortion! Doubt we'll be using that hire car company again.

BLOG

What's been happening at the blog? Latest articles:

- [SEEK Job Adverts - Caution Advised](#)
- [Would You Buy a Car From This Man?](#)
- [Client Purchasing Decisions](#)
- [Admin/Clerical Work 'Unskilled'?](#)

Service is one of those seemingly intangible things but it can gain - or more importantly lose - you customers depending on whether you offer good or bad service. I'll never forget years ago (before I started my business) hearing Dick Smith say the secret of his success was to set up a small electronics store in the same street - even right next door - to a big electronics store and then provide exceptional customer service. Very soon he'd be the only electronics store in town.

I strive to apply that in my own business with my motto to "under-promise and over-deliver" wherever possible. If a client calls me and I can't assist with their requirements, I find them someone who can. That doesn't mean I get a kickback from the business I refer to - I don't. I do it because I believe in that old adage: *what goes around comes around*. Invariably these clients come back to me when they have something I can help them with - or refer me to colleagues.

How's your customer service? Does it need a revamp? Could your staff benefit from customer training? You'll find some great customer service training at [Aussie Host](#) - that's just one suggestion! :)

Virtually yours

PODCAST

What's been happening at the Virtual Business Show podcast? Click the titles to be taken to the shows!

- [Sham Contracting](#)
- [Business Tax Changes - Australia](#)
- [Saying No](#)
- [Keeping Clients](#)
- [Getting Clients](#)

Lyn PB

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Training Opportunities

Training opportunities abound both on and offline. Don't miss the OIVAC coming up next month:

OIVAC 2011 - May 19 to 21, 2011 - Online. With over 30 speakers across the three days and some great networking events and the world's first-ever virtual trade hall, now in its sixth year this is a must-attend event on the VA calendar. Also incorporates VA Day celebrations. And it's completely ONLINE so you don't incur travel expenses! [Be sure to book your tickets early!](#)

Remember : You can subscribe to the show via RSS, iTunes, Zune, or download the podcast at the iTunes Store. You can also

I've decided to present only one session: *Offshore Freelancers: Threat or Opportunity?* The other session I intended to present - *Are You a Contractor ... or Employee?* - will now be handled by Executive Director of Independent Contractors Australia, Ken Phillips. A

subscribe via email for email delivery of whenever a show is uploaded!

must-attend for anyone who is self-employed or an independent contractor as Ken attempts to explain in layman's terms what's happening in this sector.

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Who Wins a Price War

Warwick Merry, sought after speaker, workshop leader and the 'Get More Guy' shares why he believes no-one wins a price war.

Who Wins a Price War?

(from [Get More Blog](#))

I was running an MC Mastery workshop on Saturday and there were questions about pricing. In the industry some are charging 10 to 30% of what others charge.

I learnt early in the game **"No One Wins a Price War"**.

Look at recent price fights with the supermarkets. Milk prices are down, bread prices down and beer prices were almost down. Supermarkets have long had "loss leaders" - products at or below cost to get customers in the store. They then make up the margin on other products. Customers get the illusion of a bargain but suppliers get taken advantage of! Dairy farmers make less profit per litre on milk than supermarkets do yet the farmers do all the hard work (I grew up on a dairy farm and know the large amount of work for the small amount of money).

CUB chose not to participate in a beer war but not selling product to the two major supermarkets. They also sent team members to buy back valuable brands of wine that were being sold below wholesale. Don't mess with CUB!

What about your prices? Once you have to start defending your prices, you are lost. Put your efforts into showing your value and how much it is worth and you stay out of a price war. Show your prospect what they get for their money. What intangibles as well as tangible products and services.

This is the same for employees. Don't ask for a pay rise because you haven't had one for over 12 months. Justify your pay increase or bonus request by showing how much value you have brought the business. Money you have saved, sales you have contributed to, and value you have brought to the business.

No one wins a price war, so don't even think about it. Focus solely on the value you are providing and make it a logical win-win decision.

Cafe Press Store



Okay - so just as a bit of fun we've [opened a store](#) at CafePress where you can purchase eSOS items! T-shirts, coffee mugs, coasters, bags and notebooks! If you like the support we give and want to spread the word, this is a unique way to do so!

If you want your own CafePress store [click here to set one up](#) - or we can do it for you. **Just ask.**

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