

# Keep Your CUSTOMERS FOR LIFE.



Melbourne Cup Carnival, 4-11 Nov  
Annual horse race in Melbourne  
Photographer: Chris Phutully

Presented by the experts in Customer Relationship Products, Collecting Money Quickly, Label Printing and General Printing.  
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## A Word From Ian Renton



At this time of the year, we are spending many thousands of dollars on online marketing. It is important for our business to get as much traffic to our websites as we possibly can. Even though we are big spenders when it comes to online marketing,

I am still a great believer in what I call old fashioned marketing.

This is why you are receiving this newsletter in the mail as well as other marketing information from time to time. Direct mail still works and we use it regularly. There is something else that I refer to as old-fashioned as it is a marketing method that has been around for many years. This is the art of getting business through referrals.

This is separate to getting referrals from your customers which is still the cheapest and most effective way to grow your business. However, to get faster growth, you need new business from many sources. Sure, some of it should come from online marketing but there is another way of getting more referrals.

Most Friday mornings, I meet at NBC Sports in Northmead to exchange referrals with about 30 other local business owners. I find it a great way to get business that otherwise I would not have any opportunity to get. The best thing about this form of marketing is that I have no competition. BNI is designed that way and is a simple yet effective way of getting more sales by exchanging referrals from other members in the chapter.

I have been a member of BNI Elite Business for over two years now and I was elected vice-president last month.

If you would like to attend a meeting, please get in touch with me. Our group meets at Northmead (just north of Parramatta) but there are chapters all over Australia and New Zealand.

## Contents

*A Word From Ian Renton*

*The Importance of Testimonials*

*Famous Quotes*

*Customer Profile – Lavinia Zammit of Lavinia Artisan Soap & Beauty Products*

*Welcome To New Customers*

*Here Is Everything We Do*

*Monthly Humour*



I have just received my Vice President's ribbon from Deb Chen, our chapter director on the left. I am third from the left. On the right is Katrina Haskew (Secretary) and second from the left is John Aitchison (President). Both John and Katrina have been featured as customer profiles this year.

There is still time to order Christmas cards and other customer relationship products such as thank you cards, calendars, fridge magnets and Christmas stickers. You can receive our Christmas catalogue in the mail or if you wish you can go to [www.austchristmascards.com.au](http://www.austchristmascards.com.au) and click on Christmas Catalogue to view the catalogue online.



Second Edition October Christmas Catalogue Out Now

Apart from calendars which should be ordered immediately, we do not have deadlines to receive your products before Christmas. However, our special offers will expire on November 30 and some Christmas card designs have already run out so I encourage you to get your order in quickly. ■

# The Importance Of Testimonials

Last month as I do every October, I was interviewing for additional staff as we prepare for our busy Christmas season. As I was reading through several resumés, I noticed a growing trend. More and more candidates complete their resumé with the phrase, "References available on request".

I don't know who is advising these candidates to do that but it is plain wrong. The resumé is one of the most important sales letters that employees will ever write. Yes, it is a sales letter. Excluding references from a resumé would be like me including on my website, "Testimonials available on request."

I am not sure what recruitment companies do but I skim resumés. I look at headlines and evidence of success. I don't have to time to read every word of every resumé. For those I like, I read them in full, look up the candidate online which often takes me to their Linked In or Facebook page and I conduct a phone interview. Before the appointment, I like to talk to the referees so I am well prepared for the interview.

Testimonials are generally used to convince prospects such as website visitors to buy from you for the first time. However, they also have a role to play in retaining clients, getting more referrals and more repeat business. The more your clients trust you, the more they will buy and the more they will refer. Testimonials build trust.

The purpose of testimonials is to prove that what you say about your organisation is true. Every testimonial should relate to a benefit of doing business with you. This may be "Fast Delivery" or "Exceptional Quality" or something more specific. What we do is actually give a headline to the testimonials on our website. Next, the detail should be relevant. It is even better if your clients can quantify the benefit they received from you.

E.g. 1. Your company saved me \$200 per fortnight on my mortgage.

E.g. 2. Your company's products helped me to lose 10kg in two months.

If you do a good job, your clients will often let you

know. Your staff must be trained in taking this further by asking for a formal referral. You can also be proactive. Contact your clients after they have bought from you. Just call to thank them for the order and ask them if they are happy. If they are, just ask for a testimonial. This method works well. If you write newsletters like we do and include a customer profile, then you can use that information also in a testimonial.

The best testimonial comes from someone your clients trust. Celebrities are ideal but are also expensive. If you have high profile clients, then include these. Always include plenty of information, i.e. much more than just their first name. We include the customer's full name, their organisation, their suburb or town and state. If you sell to your local area, then include these testimonials. Industry experts also make great testimonials.

Once you have them, include testimonials on your website, in your print marketing and other marketing. To add more credibility include a photo of your client but the best testimonials are video testimonials. They provide great credibility.

The trend today is to seek reviews. These are brief comments and can certainly increase your credibility. The downside is that you will not always receive positive reviews. I like testimonials because you have full control as to if and how they are to be used. ■

## Famous Quotes

"Success is the doing, not the getting; in the trying, not the triumph."

*Zig Ziglar*

"We nurture our creativity when we release our inner child. Let it run and roam free. It will take you on a brighter journey."

*Serina Hartwell*

"When something is important enough, you do it even if the odds are not in your favour."

*Elon Musk*

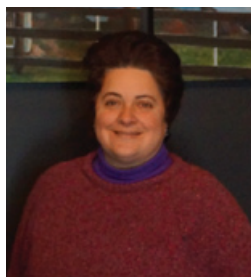
"Innovation distinguishes between a leader and a follower."

*Steve Jobs*

# Customer Profile

## Lavinia Zammit of Lavinia Artisan Soap & Beauty Products

This newsletter goes out every month to about 1,000 businesses in Australia and New Zealand. If you would like to be featured as a customer profile in our newsletter, please get in touch with me by email at [ian@rentonsprinting.com.au](mailto:ian@rentonsprinting.com.au).



Lavinia Zammit of Lavinia's Soap

There is no charge for this publicity for your business. This month's profile features [Lavinia Zammit from Lavinia Artisan Soap & Beauty Products](#) which is located just south west of Sydney.

**Ian:** Good morning, Lavinia. Thanks for participating in our newsletter. What does Lavinia Artisan Soap & Beauty Products do?

**Lavinia:** I started off making chemical free artisan soaps with vegan ingredients. I make over 100 products, 23 different body soaps, 3 varieties of lip balms, 10 varieties of liquid soap, 2 varieties of shaving oil, 17 different rubs, 2 stick roll-ons, 9 varieties of deodorants, 5 different bath bombs, 10 different melts, and 36 different varieties of beeswax candles.

**Ian:** Apart from your interesting range of products, what makes your business special, i.e. what sets you apart?

**Lavinia:** First of all I use chemical free ingredients to make my products. I make sure my products are unique and with my quirky twist. Some of the ingredients my husband grows for me, and the products are only available to purchase from me.

**Ian:** That is great that you use natural products. How long has your business been in operation?

**Lavinia:** I started in 2009, to make some pocket money. Living in the country, jobs did not come easy so I went to a soap course and at the end of the day I thought how easy it was compared to my fellow students who were struggling. I thought I can make a small business out of this.

**Ian:** That is a great that you can make a business out of a hobby, Lavinia. What is your role in the business?

**Lavinia:** I carry all the hats in the business. Manufacturer, sales person, bookkeeper and designer.

**Ian:** What do you do to market to your customers and keep your customers for life?

**Lavinia:** Word of mouth, social media, good quality products. I have customers who have been loyal to me for 8 years.

**Ian:** What products do you get from Renton's Labels?

**Lavinia:** I started to get very busy with manufacturing and selling. Before, I was also making labels on the computer and I was looking around to find someone else to make the labels for me. Then, Renton's Labels came into the picture. I have 17 different rubs that I manufacture every month and each are a different rub. Your quality is excellent and the labels are waterproof as I use oils and essential oils in my products.



**Ian:** Why do you buy from Renton's Labels?

**Lavinia:** I worked it out that their prices are excellent, the labels are of good quality and Renton's know how I want the lettering displayed on the label.

**Ian:** Thanks, Lavinia. It is a pleasure to help your business grow. What do you like to do away from the office?

**Lavinia:** After I do all the chorus of life, I try to go into my art studio and paint up a storm or I walk around my garden and admire all the hard work my husband has put into it.

**Ian:** Thanks for your time today, Lavinia. If you would like to contact Lavinia, you can email her on [lavinia2@laviniasoap.com.au](mailto:lavinia2@laviniasoap.com.au). You can also visit [www.laviniasoap.com.au](http://www.laviniasoap.com.au) or [www.artbylavinia.com.au](http://www.artbylavinia.com.au). ■





## Welcome To New Customers

We are delighted to welcome the following new customers to the Renton Group of companies over recent months. These customers purchased a mixture of label printing, accounts stickers, greeting cards and fridge magnets and come from various states of Australia and also New Zealand.

Bao Burgers

The Galerie Fitzroy

Johns Car Care You Ltd

JC Diesel Tune

Jack Morton Worldwide

Earthsgifts.com

Pomeroy's Coffee Roasters

CG Imports

C&M Garage Doors

Williams Bros Contracting

Professional Farm Services Limited

Natz Packaging Pty Ltd

GenesisCare

U Can Do It Pty Ltd

Fake Industries Pty Ltd

Bayside Obstetrics & Gynaecology

Patricia Dimanopoulos

Antidote Essentials

## Here Is Everything We Do

[www.austchristmascards.com.au](http://www.austchristmascards.com.au) – Christmas cards, birthday cards, thank you cards, calendars, custom cards and fridge magnets. **Check out our November specials.**

[www.austcredit.com.au](http://www.austcredit.com.au) – accounts stickers, thank you stickers, Christmas stickers, sign here labels, and more.

[www.rentonslabels.com.au](http://www.rentonslabels.com.au) – product labels, cosmetic labels, bottle labels, and all of your label printing needs. Get an Instant Quote and upload your artwork online.

[www.rentonsprinting.com.au](http://www.rentonsprinting.com.au) – all of your printing needs including business cards, brochures, invoice books, catalogues, letterheads, with compliments slips, presentation folders, NCR books, note pads and more.



Christmas Cards



Thank You Cards



Product Labels



Calendars



Fridge Magnets

## Monthly Humour

A wife and her husband are at the dentist. The wife tells the dentist, "I don't have time for anesthesia, just hurry up and pull it."

The dentist replies, "You sure are a brave woman. Just show me which tooth it is and you'll be on your way."

The woman turns to her husband and says, "Open your mouth honey."

A young executive was leaving the office late one evening when he found the CEO standing in front of a shredder with a piece of paper in his hand.

"Listen," said the CEO, "this is a very sensitive and important document here, and my secretary has gone for the night. Can you make this thing work?"

"Certainly," said the young executive. He turned the machine on, inserted the paper, and pressed the start button.

"Excellent, excellent!" said the CEO as his paper disappeared inside the machine. "I just need one copy."

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