

# Business in Warringah

www.warringahchamber.com.au

## Presidents Comments

### STICKY CUSTOMERS

From being a child I've never been comfortable with sticky fingers, but as a business owner I relish having 'Sticky Customers'. They are loyal customers that deliver repeat business. Building 'Stickiness' emanates from shifting business models from transactional to customer relationship driven. It starts with old fashioned service of treating customers as individuals, value adding and continually sourcing ways to enhance their customer experience.

Some business people argue standing out from the market and offering exceptional service is too costly or impractical. If you think like this, the next 3 questions require consideration.

1. When was the last time you surveyed your customers?
2. What are competitors doing to retain and attract new customers?
3. What would your customers value that you don't provide already?

Answering these questions will get you on the right track to determine the glue you will use to create a 'Sticky' customer relationship?

### LINDA WHITE

President Warringah Chamber of Commerce



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### Need a competitive edge in the crowded B2B marketplace?

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## November Chamber Events

### BUSINESS BREAKFAST

Join us for our last breakfast for the year. Neville Lake international bestselling author, recognised strategic planner and consultant with over 25 years experience and Registered Psychologist speak on 10 new rules that will drive business success in 2010.

- **DATE:** Tues Nov 10
- **TIME:** 7:15am for a 7:30am start – 9:00am
- **VENUE:** Wildwater Grill, 4 The Strand Dee Why
- **COST:** \$30.00 for members and \$40.00 for visitors

### MARKETING INTELLIGENCE SEMINAR

Learn how to tap into the concept and demystify marketing intelligence and access tools to grow your business.

- **DATE:** Tues Nov 17
- **TIME:** 6:00pm – 8:00pm
- **VENUE:** Lifestyle Working, Level 1 117 Old Pittwater Rd, Brookvale
- **COST:** Free for members and \$60.00 for visitors

### NETWORKING AFTER HOURS

This month our host is Manly Warringah Credit Union.

- **DATE:** Thurs Nov 26
- **TIME:** 6:00pm – 7:30pm
- **VENUE:** Manly Warringah Credit Union - Warringah Mall, Shop 418, Southern Entrance, Ground floor, Warringah Mall (near Coles and next to Bakers Delight)
- **COST:** Free to members, \$20.00 for visitors

### SEMINAR-MAKE YOUR PC MORE EFFECTIVE FOR BUSINESS

Tips on buying a computer, wireless options and speed, security, how to work smarter with what you have, telecommuting and working with Google.

- **DATE:** Mon Nov 30
- **TIME:** 6:30pm – 8:00pm
- **VENUE:** Lifestyle Working, Level 1, 117 Old Pittwater Rd, Brookvale
- **COST:** Free for members \$60:00 for visitors

### NETWORKING SKILLS WORKSHOP

If you are new to networking or need to brush up on your skills, these small workshops are for you

- **DATE:** Tues Dec 1
- **TIME:** 6:30pm – 8:00pm
- **VENUE:** Lifestyle Working, Level 1, 117 Old Pittwater Rd, Brookvale
- **COST:** \$25:00 for visitors, free for members

To book for any of these upcoming events book online at [www.warringahchamber.com.au](http://www.warringahchamber.com.au) or phone 9938 3006.

## What's In It For You?

- Regular newsletter. Updating members on issues affecting business locally & nationally.
- Training opportunities. For local business including business forums covering: sales/marketing, work place safety, legal, industrial relations, taxation business creativity, accounting, start up advice, basic management.
- Opportunities to meet with key decision-makers in the community
- Networking After Hours: Thurs 26 November 09 A monthly function, held at a different member's premises each time. Great networking opportunity also gives function holder a 10 min presentation on their business.
- Business Breakfast: Tuesday 10 November 09 Bi-monthly breakfast with a guest speaker covering relevant business topics
- Networking Skills: Tuesday 1 December 09 A new monthly workshop to assist business people to learn the art of networking

## Member Spotlight

Manly Warringah Credit Union has been serving the banking needs of people who live or work in the Manly, Warringah and Pittwater communities for over 40 years.

We're here to listen to your needs and help you find the best solutions.

That's why our management is always available to talk to members ... try getting to a higher level when dealing with your bank!

We provide a full range of banking services exclusively to people who live or work in the area. As you'd expect from a community owned organisation, we involve ourselves in a range of local activities such as sporting, educational, and charity. Similarly, we associate ourselves with various local organisations.

Come and meet one of your local managers at Networking After Hours on Thurs Nov 26.



**MANLY WARRINGAH  
CREDIT UNION**

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Business Name .....Phone.....Email .....

Principle/s.....

Address.....

Description of Business.....

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