



Welcome to the March issue of Marketing Update. We are developing a new format, where we bring you more news about what is happening in the Australian Marketing Institute as well as retaining feature articles on topics of interest to professional marketers.

Among the Institute news this issue, we report on a new ISO standard for brand valuation and review a presentation given in Sydney and Brisbane by world-renowned marketing academic Professor Don E. Schultz.

Also in this issue are marketing articles on the business implications of proposed changes to the Do Not Call Register, by Rob Edwards of ADMA, and the top five mistakes to avoid in direct mail campaigns, by Rebecca Pountney of Australia Post.

## Institute news

- **Brand valuation:** The Institute will be promoting discussion and review of a draft ISO standard on brand valuation. [Read more](#)
- **Event review:** World-renowned marketing academic Professor Don E. Schultz presented at Sydney and Brisbane breakfast seminars recently. His Sydney presentation is reviewed by Jacqui Burns. [Read review](#)

- **Marketing at board level:** The Institute's Business Advisory Board is developing principles around how marketing should be addressed at board level. [Read more](#)
- **Victoria's new event manager:** Jennifer Trethewey, a member and former councillor in Tasmania and Victoria, has been appointed. [Read more](#)
- **Awards:** The 2010 Awards for Marketing Excellence have opened. A new category, Green Marketing, has been added. [Go to web page](#)
- **Member offer:** If you wish to attend a Foundation Workshop being conducted outside your home state, we will give you a 50% discount on the course fee. [Go to web overview](#)
- **Marketing Summit:** Details have been released for the year's first national conference, The Marketing Summit in Brisbane, and registration is open. [Read more](#)
- **Become a CPM:** Many of Australia's top marketers are Certified Practising Marketers. [Read about](#) one of them, Darrell Jacobs from Mitsubishi Motors.
- **Events:** The Institute runs an excellent state-based events program. Find out what's coming up in your state ([go to website](#))

## Marketing articles



### DIRECT MARKETING

#### Valid B2B calls under threat from register extension proposals

Rob Edwards looks at the serious ramifications of proposed changes to the Do Not Call Register that would extend register protection to business telephone numbers. [Go to article](#)



### DIRECT MAIL

#### Five direct mail mistakes – and how to avoid them

Rebecca Pountney has seen plenty of direct mail marketing campaigns – and the same mistakes made over and over again. Here's her checklist of what to avoid. [Go to article](#)



### SOCIAL MARKETERS

#### New social marketing association being developed

Susan Dann gives details of a new forum being set up for social marketers and a coming conference that will host its first meeting. [Go to article](#)



### BOOK REVIEW

#### Neuromarketing – Understanding the 'Buy Buttons' in Your Customer's Brain

By Patrick Renvoise and Christophe Morin. Reviewed by Linda Brennan FAMI CPM [Go to review](#)

### BOOK REVIEW

#### Turn Small Talk into Big Deals

By Don Gabor. Reviewed by Bob Crawshaw AMAMI [Go to review](#)

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- Addressing marketing in the boardroom ([go to](#))
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- 2010 Marketing Summit: 'Being Remarkable: Getting Results in a Crowded Market' ([go to](#))

## AMI contributes to ISO brand standard

By Roger James, Chairman, Australian Marketing Institute



Marketers are all too familiar with the vexed issue of brand valuation. Being unable (in most cases) to bring brand values to the balance sheet distorts indices such as return on assets, but perhaps more importantly it devalues the role of marketing in making a business successful.

Now the International Standards Organisation has weighed in to the matter and is about to publish a Draft Standard on Brand Valuation. You may know that the AMI has been closely involved in this through membership of the relevant Working Party. When the Draft Standard is released, we will be promoting its discussion and review.

The final ISO standard may not bring about a change to brand valuation accounting rules in the short term, but the fact that the world standards body has taken the trouble to address the issue will surely promote active and serious discussion of the role of brands as critical business assets.

I encourage all marketers to become involved in the review process and to support the promotion of the standard when it is finalised. It is particularly important to reach the broad business community on this; marketing can only benefit from the widest possible dissemination of the standard.

Contact: [roger.james@ami.org.au](mailto:roger.james@ami.org.au)

## Addressing marketing in the boardroom

By Mark Crowe, Chief Executive Officer, Australian Marketing Institute



Last year the Institute established a Business Advisory Board ([see website for members](#)) to help achieve a greater level of interaction with the wider business community in promoting the role and value of marketing.

A key strategy of the advisory board in meeting this objective is the development of the main

principles around how marketing should be addressed at board level. In effect, we will equip directors and senior management with the questions that should be asked of their company's marketing performance and the level of adequate information and reporting format they should expect to receive.

We are liaising with the Australian Institute of Company Directors and expect to have further information available in the first half of the year.

This is an important development for gaining a greater voice for marketing in the boardroom. More improvement to the understanding of marketing at board level will complement the findings from our recent research that indicate most senior marketers are feeling very positive about their role and influence within their organisation.

Further information on the senior marketer research, which was supported by Colmar Brunton, can be found in the member-only section of the website. Login to the website and see the link on the Member Area page.

Contact [mark.crowe@ami.org.au](mailto:mark.crowe@ami.org.au) for further information on the marketing in the boardroom initiative.

## Profile of a CPM: Darrell Jacobs



**Title:** Head of Marketing Communications, Mitsubishi Motors, based in Adelaide.

**Experience, qualifications:** 15 years in marketing, MBA, Bachelor of Management Marketing.

**Pride in accomplishment:** Team development of 'Love that car' consumer line and underlying customer pride strategic approach.

**What's the most valuable marketing lesson you have learnt?** No matter how scientific, strategic or measurable you get, don't forget to walk in the shoes of the person receiving your message – will they understand it!

**What are marketers' biggest challenges?** Media proliferation, true connection with a customer that is savvy to most of the marketing illusion.

**Worst recent technological advancement for marketing?** Email. It has stifled the true art of marketing teams bonding, creating ideas and generally disseminating information.

**Future direction for marketing?** Increased measurability,

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addressing the use of digital platforms and the online conversation, and ultimately getting the consumer to become your marketer.

**What does the statement 'Value Creation Through Marketing' mean to you?** More reports, more measures – seriously, marketing has a key role to play in developing the brand, driving sales and ultimately moving the business forward. Invest to grow, don't save your way out of business.

**Visit the Institute website to find out about upgrading to Certified Practising Marketer**

## New event manager for Victoria



Jennifer Trethewey has been appointed as the Institute's event manager in Victoria. Jennifer, who is a Fellow of the Institute, a CPM, and a former Victoria and Tasmania state councillor, brings extensive marketing and events experience to the role. She has held senior management positions with Myer/Grace Bros, Centrepoint Shopping Centre, Antarctic Adventure, Drysdale Institute, Coles Myer, and Staging Connections. Members can say 'hello' to Jennifer at the next event they attend. She can be contacted on (03) 9681 9037 or [vic@ami.org.au](mailto:vic@ami.org.au)

## 2010 Marketing Summit — 'Being Remarkable: Getting Results in a Crowded Market'

**One-day conference, 13 May, Sofitel Brisbane**

Being remarkable isn't necessarily about being the most fashionable or fabulous brand in the room. Being remarkable is about character and brand sincerity, listening and engaging with audiences and daring to be different. It's big ideas not big budgets. It's sliced bread.

In less than three months, the 2010 Marketing Summit

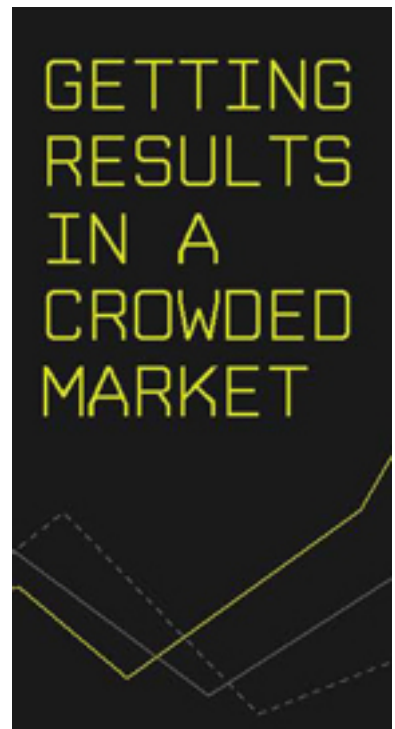
will place remarkable ideas at centre stage and what it takes to turn them into remarkable results, relevant to every sector and industry. It will look at the balance between courage and discernment through the eyes of some of Australia's leading marketers.

Speakers will include:

- David Chalke, Leading Social Analyst, AustraliaSCAN.
- David Redhill, Partner & Chief Marketing Officer, Deloitte Touche Tohmatsu.
- John O'Hara, CEO, Sunny Queen Eggs.
- Paul Cornwell, Partner, BCM Partnership.
- Joanne Stone, Head of Channel Planning and Integration, BCM Partnership.
- Steve McRoberts, Executive Director of Marketing, Tourism Queensland.
- Donald C Holdsworth, Managing Director, MatchPower Australia Pty Ltd.
- Josh Frith, Managing Director, @www Digital and dubz.tv.
- Gretha Oost, Managing Director and Founder, Half a Teaspoon.
- Nathan Betteridge, CEO and Founder, Everyday Hero.

The 8th Annual Marketing Summit will equip you to add measurable and meaningful value to your organisation. Mark it in your diary and register now to take advantage of early bird rates for this one-day conference that gives you the opportunity to mix with your peers and industry colleagues.

Online and PDF registration are available. [Go to website](#). For further information, contact Louise Marron on [qld@ami.org.au](mailto:qld@ami.org.au) or 07 5593 9633.



## West, meet East: Marketing urged to transform to stay relevant

By Jacqueline Burns

On first impression, Don E. Schultz looks like a westerner, is the age of a Baby Boomer, and sounds like an American.

In fact, Don E. Schultz lives like a global nomad, has the outlook of the much younger 'Y' generation, and could easily reinvent himself as an eastern philosopher. Until then, he is Professor (Emeritus-in-Service) Integrated Marketing Communications at Northwestern University and, as President of Agora Inc, consults and lectures on global marketing, communication and branding.

Schultz addressed Institute breakfast seminars in Sydney and Brisbane. Speaking at the Sydney seminar, Schultz addressed a 100-strong audience on the need for marketing to transform, not transition – and on how western management styles must be reinvented to be relevant to emerging economies.

"I was asked to speak at a CEO conference in Beijing last September. I got up and started waving my arms in the air, telling them how smart we are in the US and how they [the Chinese] should try to copy us and do all the things that we've done – and how if they do that they can end up where we are ..."

The next speaker was quick to point out where America now is – in crisis. Subsequently, Schultz has come to recognise that marketing does have a distinct western bias.

"It's all about our culture, not about our customers' cultures," Schultz said. "I think what the Chinese were saying was that our marketing concepts don't fit them culturally – they may fit mechanically but they don't fit culturally. So one of the things we have to rethink is how do we really start to



Jacqueline Burns is National Marketing Manager for MWH, a global engineering, construction, technology and consulting company, and a former AMI NSW councillor. She is also a freelance writer who writes regularly on marketing, management and technology. She blogs when inspired about things that move her.

develop global concepts. Marketing is individualistic – we focus on the individual customer: what do they like, do, want ... But most of the emerging cultures are communal in one form or another – what the group wants, what the group needs ... We don't have any way of doing that in marketing today," Schultz said.

One of the transformations Schultz spoke of was the need for marketers to have conversations, not monologues, with customers. He pointed out marketers were good at talking but terrible at listening.

"Marketing as we practice it works really well when customers are dumb. When they're smart, it doesn't work as well. Technology has changed the world because it's given customers access to the information. What can we tell them that they don't already know or can't find for themselves? That's the real challenge for marketers. In six keystrokes and two-tenths of a second, every bit of information, anywhere in

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Pictured at the breakfast seminar are (from left) Australian Marketing Institute Chief Executive Officer Mark Crowe, guest presenter Professor Don Schultz, and Institute NSW Deputy President Kathy Hatzis.



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the world, is available to a consumer today: g-o-o-g-l-e.”

By extension, marketing now occurs at the speed of customers, not at the speed of competitors. “We love the four Ps because we control that system – we decide what we make, where we make it, when to make it, how much we’re going to charge for it, what to tell people about it... What’s driving us

crazy is now consumers have that same knowledge and they’re essentially saying they want to be involved every step of the way.”

Apple is a great example of how a company can adapt to the open source movement. There are already thousands upon thousands of iPhone applications, each developed by a consumer who wanted to help create something that could be

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## New social marketing association being developed

By Susan Dann

Ever since Wiebe posed the question “why can’t you sell brotherhood like soap” back in 1952, governments and non-profit agencies have turned to the marketing discipline to help them achieve their social objectives. Today, most social and non-profit sector organisations openly seek marketing expertise to help boost their profile and achieve their outcomes.

Despite the sustained growth of social and non-profit marketing, there has been relatively little in the way of specialist support for marketers who are working in these often demanding non-commercial areas. Although most non-profit and government organisations now employ marketers, they are often the only marketer in the organisation or section. Consequently, many find that they do not have support networks when it comes to dealing with specific marketing issues.

A small group of volunteers is working in conjunction with the Australian Marketing Institute to develop the Australian Association of Social Marketing. It will aim to represent the specialist interests of social marketers and offer a central point of support and resources. The association is in the development phase and is seeking input from any social marketers who are interested in joining.

To make sure that we are developing an organisation that meets the needs of social marketers, we are asking social marketers to fill in a short survey at [http://www.surveymonkey.com/s/aasm\\_survey](http://www.surveymonkey.com/s/aasm_survey)

The planning group is developing the association’s framework and infrastructure and the first AGM and elections are anticipated to coincide with the 2010 International Nonprofit and Social Marketing Conference, to be held in Brisbane on 15-16 July.

This conference will be an ideal opportunity for social marketers and marketers in the not-for-profit sector to network and contribute to the development of the social marketing agenda. A key feature will be a concluding round table session designed to canvass the main issues facing social marketing in Australia. The outcome of the session will be a formal position paper on the state of play of social marketing.

Already confirmed as keynote speakers are three international experts: Gerard Hastings from the Institute of Social Marketing in the UK, Craig Lefebvre from the US, who is an expert in the use of social media in social marketing, and Walter Wymer, an internationally renowned expert in non-profit marketing.

To learn more about the conference and to respond to the call for papers, go to [www.insmconference.org](http://www.insmconference.org).

For further information on the association, conference and how you can be involved, contact Susan Dann (interim president) on [susan.dann@bigpond.com](mailto:susan.dann@bigpond.com) ●

*Susan Dann is a former Queensland President and National Deputy of President of the AMI and has been teaching, consulting and writing in the field of social marketing for more than 15 years.*

## Marketing urged to transform

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attached to Apple equipment.

Schultz shared insights from one of his longitudinal studies of media consumption. His latest research delves into the impact of foreground and background media: consumers are regularly simultaneously exposed to multiple forms of media but which media are they giving their attention to? Which mediums are accessed? Which do they prioritise? What media do they use in combination? What media has the greatest influence on product purchase?

He said: “What is an audience today? Is a TV audience people in the room with the set on or is it people talking back to the television? We buy full audiences but we might not get full attention. Are you watching TV while also flipping through a magazine or are you flipping through a magazine while simultaneously watching TV?”

“Only the consumer can determine what they’re doing. We don’t know which one of multiple media they’re giving their attention to. They separate these things out; they create their

own media systems for themselves.”

Schultz is convinced that the amount of time spent with media today is not as relevant as whether it is marketing intensive. For example, you are exposed to a dozen TV commercials during a two-hour movie versus you are exposed to a dozen messages in a five-minute period online.

“It’s about how intensive it is, not how much time you spend with the media. The problem we have of course is we equate time to importance and it may or may not be. So part of the issue here is we have to reinvent the way we think about media and media distribution.”

In closing, Schultz rallied for marketers to get back to the future. “All of the traditional measurement systems rely on historical attitudinal data. We’ve got really great measures for yesterday but practically nothing for tomorrow. We need to build predictive models. We in marketing continue to use old models simply because they’re in place. Everyone agrees with them; no one knows what they mean... we deal with smoke, mirrors and myths and that’s part of our problem.” ●

# Five direct mail mistakes – and how to avoid them

By Rebecca Pountney

So, it's settled. You've decided that direct mail is the way to go. You've heard about the benefits and you're ready to pull the campaign together. In principle, it sounds pretty straightforward – take your message, get your hands on a contact list, create a mail piece and off you go.

It is certainly true that the beauty of direct mail lies in its ability to deliver a tangible, personal message. At the end of the day, consumers just love receiving something real in the mail that speaks to them and appeals to their interests. However, getting a direct mail campaign to deliver the kind of response rate and return on investment that marketers dream about means avoiding some common mistakes; mistakes that trip up both rookie and experienced direct marketers alike.

Here are some of the mistakes I see time and time again and my tips on how to avoid them.

**1 A second, third and fourth pair of eyes.** There's no excuse for spelling or grammar mistakes in a direct mail piece (or any other marketing communication for that matter!). It is often easy to get too close to your own campaign so give it the reality check by having someone else in your office, agency or even at home proofread the mail pack before you sign it off. Some of these people might just check spelling for you, while others can give you feedback on how easy it is to read, understand and take action on. Don't be afraid of some constructive feedback!

**2 You want me to do what?** Ever got to the end of a letter and not been clear what you are meant to do next? Chances are, your next move was to put the pack straight into the recycling bin. Make sure you are explicitly clear what you want the reader to do. Do you want them to call you? Go into your retail outlet? Mail back a reply paid form? Visit their personalised URL? Whatever it is (and remember, it doesn't necessarily have to be 'buy now' initially, as you might want to lead them on a journey to purchase), make sure it is clearly articulated multiple times throughout the mail pack.

**3 Open the envelope.** The great thing about people is we are all different. Some of us like lots of Vegemite on our toast, some like just a smidge. Some of us open an envelope from the top, others to the left, others to the right. If the order of contents in your mail pack is important, make sure you test some live samples before the mailing is lodged to see how people open the envelope and go through the contents. It's a little thing, but it might just save 90% of your audience from seeing the back of your letter first instead of the front, which you've spent so much time slaving over.

**4 Computer says no.** There's nothing worse than getting a relevant, compelling direct mail pack that inspires you to respond immediately – only to find the retail sales person or call centre operator has absolutely no idea about the offer you



Rebecca Pountney is Manager Channel Communications, Mail Marketing – Letters Group, Australia Post. She has previously held marketing communication roles with companies such as BankWest, Deacons Lawyers and RAC WA, and is an active member of the ADMA Mail Council. Rebecca is responsible for the Open Up To Mail initiative at

Australia Post, designed to provide marketers and agencies with information and resources for planning their direct mail campaigns. More information:

[www.openuptomail.com.au](http://www.openuptomail.com.au)

have received. Setting up the internal processes is definitely not the most glamorous part of a direct mail campaign, but it is a critical one and can make or break the ultimate success of your campaign.

If your call to action is to a personalised URL, make sure they work. If it's to retail outlets, make sure the staff are briefed on the offer and who received it. If it's to a call centre, make sure you track the calls coming in (not just the sales that come out at the end) and that the operators fully understand the campaign. And if it's a multiple of these, which it should be to ensure the best chance of success, then do all those things.

**5 Measure everything.** Leading straight on from that old adage "Test, test and test again" is "Measure, measure and measure again". After all, what's the point in setting up a complicated test matrix if you are not a) actually able to measure the different outcomes or b) aren't interested in learning from your testing? And don't just be limited to basic measurement (although anything is better than nothing).

If you are running a serious number of direct mail campaigns to a large proportion of existing or prospective customers on a regular basis, why not include a measure of direct mail recall in your advertising tracking research? On a more basic level, you should at least be looking at which offers pulled a greater response (both initial response and conversion), which channels were more effective, which customers responded (and just as importantly, which didn't and why) and what your best overall performing mail pack looked like.

*Edited extract from '10 direct-mail mistakes', Australia Post Priority magazine, Issue 48, Jan/Feb 2010. ●*

# Legitimate B2B calls under threat from register extension proposals

By Rob Edwards, Chief Executive Officer, Australian Direct Marketing Association



At the time of writing, the ink is drying on a Senate Standing Committee report on the recent hearing into the ramifications from extending the Do Not Call Register Act (DNCR Act) to include, most notably, business numbers. Despite many weighty representations from industry, predictably the very first of the recommendations made is that the bill to amend the Act as described be passed, unchanged.

I am not really surprised by that outcome, but I am disappointed.

Proposed amendments to the DNCR Act were first flagged early in 2009 purportedly as a response to concerns from small business about loss of productivity from unwanted telemarketing calls. However, while we understand the annoyance factor associated with some of these calls, it has been our contention that the proposed changes would be at the expense of legitimate B2B calls, incurring costs to business that greatly outweigh the benefits. So since the appearance of the Do Not Call Register Amendment Bill 2009 on the regulatory landscape, ADMA has worked to throw light on these far-reaching adverse consequences in the hope that the Federal Government would see sense and seek balance.

## Suppressed innovation

To this end, we commissioned an exhaustive Access Economics impact study for submission to the Senate committee. This found, in part, that the likely consequences would include:

- Suppressed innovation – new entrants to the market with no existing business relationships will have limited capacity to contact prospects.
- Hindered competition – businesses for which the phone is one of the few or only viable means of promoting goods and services will be restricted in marketing alternatives.
- Loss of revenue – there will be a flow-on effect to the economy as restricted trade leads to unquantifiable loss of revenue.

ADMA has also been concerned that the real price tag of compliance has been oversimplified and under-estimated, meaning those sought-after benefits to productivity would end up being eclipsed by costs. Put simply, an expanded DNCR

Act will mean every business person will have to check the Do Not Call Register every time they want to make a business call to a business or government number, unless they have consent – a significant expense in itself. Number washing would also constitute only one component of costs, with the establishment and maintenance of compliance systems representing an even greater outlay.

## Limited intention to comply

There is also strong evidence from our members that their understanding of the scope of proposed amendments is inadequate and in some cases the intention to comply is limited. Many businesses mistakenly believe their activities will not fall under the provisions of the Act or think complaints will not be made against them if they do call numbers on the DNCR. But as the action taken against non-complying businesses since the establishment of the DNCR will attest, the Australian Communications and Media Authority is a well-resourced and diligent regulator with the power, and the goal, of imposing substantive fines on those who do not fall into line.

The problem lies in the definition of telemarketing in the DNCR Act. It reads:

“... calls made from one business to another for the purpose of offering to supply, provide, advertise or promote goods, services, land or a business or investment opportunity or to solicit donations.”

Just think about this for a moment. Are you business development manager? If so, how many times do you make calls to set up appointments to show your company's wares? Have you a small business and need to do likewise? In the latter case, the very people the Act proposes to protect will be disadvantaged and will need to establish expensive compliance records.

So great has been the haste to get the extension across the line that a Regulatory Impact Study, which could not have failed to bring these issues to light, was never conducted – part of the reason why ADMA commissioned its own. In the headlong rush to make populist changes to legislation, the true price business will pay has ended up being glossed over. There is a clear, overwhelming case for applying the brakes here – one which was made in every single submission to the Senate committee from the business community and other industry associations too. But it is a plea which, for the moment, has fallen on deaf ears. ●

## Neuromarketing — Understanding the 'Buy Buttons' in Your Customer's Brain

By Patrick Renvoise and Christophe Morin. Published by Thomas Nelson, 2007. 256 pages. RRP \$34.95. ISBN 0-9743482-2-8.

Reviewed by LINDA BRENNAN *FAMI CPM*

This book is a significantly revised and updated version of one that was published in 2002. It focuses on selling and insights into interpersonal selling – not really marketing – but hey, I am over trying to explain that marketing is more than selling in 2010. If they don't know by now they are not members of the AMI (and therefore won't be reading this review).

The book is actually a very good read for all that it is not about marketing. It very simply (sometimes too simply for this over-read academic) explains the impact that brain science is having on the persuading professions. I put personal selling and advertising into the persuasion professions in this context.

Neuro science is an interesting area for marketing. Although this book presents very few facts about it, it does remind us of some of the basics of making people want what you want them to want. We are reminded that people are not always rational choosers or buyers and that emotions can come out of nowhere and change a purchase situation.

The book presents these irrational aspects of consumer decision making as 'speaking to the old brain'. That is the part of the brain that developed first and the one that is least understood (well, by those of us without MRIs to play with anyway). They make a list of stages of persuasion that will hopefully persuade people to behave in the way they want them to.

These are: Diagnose the pain, Differentiate your claims, Demonstrate the gain, Deliver to the old brain (look there ARE four Ps – except in this case they are Ds). They also present some evidence to back up these stages, which makes for an interesting insight into why some ads are more successful than others.

The next part of the recipe for success is the six steps of



designing messages (this is very useful material when you read it, even if you are not in personal sales). The recipe is: design messages so that they are self centred (for the audience); provide contrast to other messages; make it tangible and simple; make the beginning and the end memorable; use visual stimuli and emotion. I love recipes for success – they are always presented as if they work every time.

Now, while we know that it not true, there are some people who would benefit from reading this book judging by the ads I have seen lately anyway. If you are wondering why your latest campaign did not work as well as you thought it should, go get a copy. ●

*Linda Brennan is Professor in Advertising and Head of Advertising, Design and Photography in the School of Media and Communication at RMIT University, Victoria.*

## Turn Small Talk into Big Deals

By Don Gabor. Published by McGraw Hill Publishing, USA, 2009. 304 pages (PB).  
RRP: \$27.95. ISBN: 978-0-07-159965-8

Reviewed by BOB CRAWSHAW AMAMI

People who network come in two sizes. There are those who furiously work the room, moving from group to group, feigning interest in other people but really hoping to land the next big deal. Most of us try to avoid them. Then there are the people who confidently connect with others, are interested in what they say and aim for mutually rewarding relationships. The first type is motivated by self: the second by the common wealth.

Don Gabor's book, 'Turn Small Talk into Big Deals', aims to put readers in the second category. It is a book about how to network for business and right now it is timely. In today's digital age many of us spend our days doing business through screens, mobile phones and keyboards. Knowing how to deal with people face-to-face has become more important than ever.

Gabor believes there are boundless opportunities to connect with others, build rapport and gently but effectively move our conversations around to business ends. To succeed, we need to bring discipline into our networking. That means being familiar with the most common networking personalities, applying some straightforward rules, having a few good opening lines and looking for the positives in every meeting.

The book identifies four different networking types. It provides a simple test that allows you to discover if you have a

competitive, outward going, amiable or analytical style. Once you find out your own networking style and quickly assess how others act, you can start to craft conversations that move social chit-chat to business discussions.

Gabor offers tips on how you can present yourself in the best possible light and at the same time avoid noxious networkers. These are the lone wolves, sharks, complainers, hitchhikers and chatterboxes who either dominate the conversation or waste your time. The best course is to stay cool and move on quickly when you meet these types.

'Turn Small Talk into Big Deals' looks at specific networking techniques in business, semi private and public situations. Gabor suggests you can network almost anywhere and beyond business environments; he urges readers to spread their charms at churches, museums, weddings, even while lifting weights in the gym. Apparently funerals are a no-no and possibly the only gatherings where your business card should remain in your purse or wallet. But these networking fundamentals are not so much about doing business in different settings as they are about increasing the chances that the Law of Serendipity will work for you. The next person you chat to – even in the most unusual place – might turn out to be your next big client.

This is an informative, fun and easy-to-read book. But a caution: Gabor is probably writing for an American audience. In my experience, Americans are far more energetic and enthusiastic networkers than Australians. So if at times the book seems a little cheesy and over-the-top, take Gabor's tips and techniques and think about how to apply them in our more relaxed business environment.

My recommendation: grab a copy if you are new to marketing or a seasoned veteran seeking insights into moving your networking beyond the business breakfast.

Bob Crawshaw blogs at <http://mainestreet1.blogspot.com/> and runs Canberra-based Maine Street Marketing.

