

# ALL DAY FENCING

## NEWSLETTER

JULY 2009

### NEWS & REVIEWS

Work leads for the quarter from March to June 2009 have been slow but continuous. In Sydney there has been a noticeable reduction in approved jobs, but an increase in enquiries. The Global Economic Crisis (GEC), has taken its toll on many small business'. Only those business with low overheads will succeed and grow in the next quarter. The increase in enquiries



shows an increase in business activity driven by the slower economy. As the economy slows business' work harder to retain their profits. As soon as consumers perceive that we are at or near the bottom of the market quotes done during the slow period will turn into approved jobs.

If it takes 10 quotes to get one job in a good time, you may have to do 20 quotes to get one job in a bad time. It is easy to get frustrated with a slow job approval rate but your work is not wasted! It's more than likely that they will all come in at the same time as soon as the market improves.



### NEW MEMBERS

We would like to extend our warmest welcome to our new member of the All Day Fencing group.

**Wayne Dolhuguy** Melbourne East. Wayne servicing the works leads for the Melbourne North/East suburbs..  
wayne@alldayfencing.com.au.

**Steven Miller:** Melbourne South East. Steven is servicing the works leads for the Melbourne South/East suburbs  
steven@alldayfencing.com.au

### PRODUCT NEWS

We have created two new websites, linked to the All Day Fencing website. All leads that originate from the new websites will be directly to your email together with your current work leads. These websites have been developed independently of the All Day Fencing website as they offer specific products.

The first website is

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



ADF Automation has been set up to provide clients with detailed information on remote controlled automated gate openers. These openers are easy to install and have a high

And both are easy to install.

The Second website we have developed is dedicated to the installation of frameless glass pool fencing. [www.adfframeless.com.au](http://www.adfframeless.com.au).

**POOL FENCING**

The ADF Frameless website offers detailed information on the supply and installation of frameless glass pool fencing. A link to these sites has been placed on the All Day Fencing website home page. Both of these websites are linked to you through the book a quotation buttons and preferred contractors list.

Franchisee's should research local suppliers and costs to work out a per metre price for quoting.

### SALES TIPS & ADVICE

(worth repeating!)

#### 5 steps to getting your quote:

1. Be on time for your quote
2. Wear your All Day Fencing shirt
3. Confirm the product from the product book
4. Get metre price from the pricebook
5. Write the quote out on the spot
6. Politely excuse yourself to attend the next quotation.



If you act like a professional they will treat you like a professional! ...more tips soon!

### ADVERTISING NEWS

We have expanded our advertising through website links to major search engines. Part of this process is to register all the ADF business' with the online Google maps. All Day Fencing, ADF Automation and ADF Frameless will all receive online map markers. Is the Yellow Pages Dead? Let me know your thoughts! We will appear in the Yellow Pages advertising to be published in November.

### WEBSITE STATISTICS

The website statistics for [www.alldayfencing.com.au](http://www.alldayfencing.com.au) are increasing. some of the results for the month are as follows;

**Last week hits 1,923 pages viewed 3,663**

**Last Month hits 4,937 pages viewed 12,152**

**Forms sent from website, last month 126**

Up average 26% \*Statistics will be posted quarterly.

