

ALL DAY FENCING

NEWSLETTER

SEPTEMBER 2009

NEW MEMBERS AREA

Need forms or information on our products?

Visit the members area on the website where you can download all your quote and invoice forms, templates, logos, artwork etc. You can also view and download your monthly statement and view your account. The members area also contains information on all the fencing and gates products we sell, suppliers, installation, advice etc...



To access the members area go to www.alldayfencing.com.au, scroll to the bottom of the page and sign in to the members area with:

USERNAME: adf PASSWORD: adf.

In the members area we are assembling a page dedicated to suppliers and products. Please send us your best suppliers for inclusion in this page. As we work together and not in competition this page will benefit us all! If you require any information that is not on the website, please email me and I will post the details in the members area.

GOOGLE CALENDAR

Why Everyone Should Use Google Calendar!

Article Google Calendar Reviews November 21, 2007

The All Day Fencing online calendar is such an easy and powerful tool to help get your business and personal life in order. Move up to Management! Organise your business by creating additional job booking calendars specific to each team you set up. You can even organise your personal life! set up a calendar for holidays, social events or anything you may require. The All Day Fencing online calendar is available from any internet connection worldwide!



WEBSITE STATISTICS SEPTEMBER

Hits for SEPT 09 #33,291 (increase of 3220 hits)

Quotes sent from website, #224 (178 last month)

NSW 131, QLD 53, VIC 33, ACT 12, WA 10, TAS 3, SA 2

Quotes booked direct by secretary Sept 09: #179

*Statistics are published quarterly.

WHY USE ALL DAY FENCING?

Why should customers use All Day Fencing for their fencing, gate and automation needs? **Simple!...**

1. We specialise in all Fencing & Gates
2. We have the most informed website dedicated to fencing and gate information,
3. We work from a set pricelist,
4. We have an office that is open business hours and a secretary that answers all calls,
5. We have an after hours online service where customers can view the product and book a quote online 24/7!

Utilise the secretary and the website and send all your clients there for pictures, pricing, product information, advice on neighbours, fence laws, swimming pool legislation and more!



SALES TIPS & ADVICE

Improve your quotes with these 5 sales tips!

TIP 1. Service is the key to winning peoples trust.

Always be prompt for appointments and write a quotation out on the spot, using the product and pricelist books supplied.



TIP 2. Work out what it is that the client is after. You know they want a fence but what are their other concerns? Often catering to their specific needs will get you the job above a cheaper quote. For example, is time their concern? *You can get the job if you can shuffle other work around.* Is security their concern? *address how to best secure the job during construction.* Is trust their main concern? *Win their trust through honesty (see tip 1), Is price their concern? If their object is to save as much money as possible, you probably don't want the job!*

TIP 3. It is true to say that 'One good job leads to another' but it is also true that one bad job will loose you ten! Make sure that the client is happy with the work and the way you approach the work. Always be courteous and take extra work if offered.

TIP 4. Mind your own business! If a client asks you to their house for a quotation, have respect! Don't comment on their house, car, wife or kids, don't look at anything that does not involve the fence or work you are quoting on.

TIP 5. Communication is important. Return messages promptly.

It is said that if you do not respond to a new caller within an hour, you have lost the job. Direct your calls to the secretary if you are too busy to answer them.

