



Havenshire Limited

Newsletter

June 2009 From Our Founder

Technical and Business Consulting You Can Trust

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Information to Help You Prosper

Information and Referrals to Bargains

Information products for sale, and also free reports and referrals to special discounts we negotiated for you with our favourite vendors

Get Paid! As Much As You Deserve, And On Time

Affordable updated ebook – how to get your customers to pay on time and in full, without needing collection agents or lawsuits (USA edition, very helpful if you sell into the States)

2003 Book (USA)

*Amazon.com listing for the original book **Make Sure You Get Paid (And Other Business Basics)***

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Golden Oldies

For years, my consulting firms have helped big companies, including some of the world's largest multinationals, make more money. Those tunes are our Golden Oldies, a Big Band sound that we still love (alongside our new tunes).

What makes us stand out from other firms is that we care about the client's business. A system should match the business, not the other way around!

I have been known to play-act being a shop floor operator, using furniture as props, in front of a client's upper management. Although it wasn't dignified, I insisted, and it paid off. In half an hour the client recognised their planned new workflow was going to cause problems, and decided on one of three alternatives that my firm suggested. The chosen alternative has been pivotal to reducing their time-to-ship from 2 days to 2 hours.

We still love big projects like theirs. But the cold hard truth is that our big clients can get through the current downturn with what they have—and too many smaller businesses are on shifting sand. I decided we should make more effort to reach small firms. Is that you? Then read on!

New Chart-Toppers

Small businesses tell me that you want fresh, smart, energetic chart toppers. You want them sized to your budget and your overstretched staff. So let's get started.

Inexpensive (Some of it Free) Information

I'm well known among my peers for consistently getting paid on time by a giant that was notorious for late payments. I'm publishing all my tricks about how I do that.

In 2003 I published a book in the States about how small businesses can get customers to pay without resorting to slow, expensive collection agencies or lawsuits (and other basics for small business).

Now you can get an updated, expanded, complete rewrite of the material about getting paid—as an inexpensive download (and any updates for 3 years are free). Several people have asked for a UK edition. I'm working on more material for you, as fast as I can!

You can also get free reports, and access to any discounts I negotiate for small businesses on your behalf.

More Emphasis on Pay-For-Performance

Many small businesses can't pay much up front for services these days. We realise we've been offering mostly 'full length albums.' Now we're adding 'hit singles' on a pay-for-performance basis.

This is simple. You tell us what's going on in your business. You don't pay us anything yet. We give you advice on how to improve your

business. When acting on our advice increases your profits, you pay us an agreed percentage of the extra profits.

Since we only make money if we help you make more money, you know we'll do the best we can on your behalf.

There's one catch—you have to measure how you're doing. But you're supposed to be doing that anyway, and the result for you is 'free money.'

Full Contact versus Non-Contact Business

I spent the last weekend in May at a marketing seminar. The material was mostly the usual. Like most people, I need a push once in a while to remind me to do what I know I should do.

My accent announces that I moved to Britain from elsewhere. I was pleased to be guessed as Canadian sometimes. Canadians have a reputation as good global travelers. But I'm from Texas. In breakout sessions, some people told me that they fly to the States at least once a year to attend seminars there.

Business is done differently in America, they said. I nodded. I've certainly noticed.

People said they find the seminars there more interesting, with new material and lots of energy.

They went on to say they can only stand so much of it at a time. Then they have to step out for a break. It's so intense, they said. Business is so much harsher than here. It's exciting, but they aren't accustomed to it.

It's like a full contact sport when they are accustomed to a non-contact sport.

Well, yes. That's a good way to describe it. Many businesses I deal with in the UK would last a New York minute in the States. But not everything that is different in the States comes from the rough and tumble side.

People at the seminar find doing business in the States is a shock, but being a customer in the States is, for the most part, a pleasure. Wouldn't you like your customers to think so well of you? You can adopt well chosen methods from the States without going so far as to make your business un-British, and use that to stand out as better than your competitors.

So I got three chunks from the seminar instead of the one that I expected:

- I got the desired push to remind me to do things I allowed to drop off my radar screen.
- I got confirmation that I have correctly identified which aspects of American business can give a UK business an advantage at home while still keeping it British.
- I noticed that in these tough times, some UK businesses are looking abroad for customers—and they could use some help understanding how to cope where the norms are less polite, perhaps not gentle at all.

Obviously, smaller businesses need more help with those last two than big ones. Many businesses will successfully jump those hurdles to survive this downturn—including, I hope, yours!