

Centrestage

Keeping you up with the play in Central City

Contact: paul@ccba.co.nz ph: 379 9745 m: 021 2233 963

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CENTRAL CITY BUSINESS ASSOCIATION



CCBA
CHRISTCHURCH

TIPPING THE BALANCE

Whether we like it or not we are competing with the suburban shopping centres for the limited discretionary spend. You may think that the only reason people shop in suburban centres is because they are heated and have free parking. In fact, it is more than that. Suburban centres are very clean and that provides a feel safe factor. It is well documented that where there is rubbish and graffiti, low-level criminal activity increases. It is to our benefit that each day we present our city in the best possible light for our shoppers.

Our City faces unprecedented challenges and we need to ensure that our city creates an environment that is clean and safe for customers and visitors wanting to shop

outdoors in the unique City atmosphere.

Graffiti, posters, broken bottles, stains, trashed rubbish bins, damaged plants and intimidating groups can add to the edgy, quirky feel of a city, but if these elements make customers feel unsafe they will choose an easy alternative in an enclosed centre. Base level cleaning supplied by the council are not enough to lift to the standard required to meet customer needs and expectations.

We need to continue to work on city safety & cleaning to make Christchurch city the most compelling, attractive, and unique shopping experience in Christchurch and one way to do this is to help keep our streets clean and tidy. Rubbish bags and cardboard are collected after business closing hours so we ask you if you could please not place any rubbish out until you close. This way we keep our streets looking presentable and feeling safer for our customers.

***Please remember that the council black rubbish bags are no longer being collected**



Paul Lonsdale
Central City Manager
Business Association

Rubbish bags collected: 7 nights a week

Cardboard recycling: Monday - Friday nights only

Recycling Bags: Wednesday nights only

For Assistance with any issues:

Street Cleaning: Gavin Cross ph 941 6341

Cardboard: Mastagard 0800 88 66 55

Be Like Dirty Harry

When I was a kid, Dirty Harry was the man. He was tough, cool and zero tolerance for bad guys. And if you know who I'm talking about, then you'll quickly recall his most famous line: **"make my day"**.

Here's my question - borrowed from Harry himself: what will you do over the coming 24 hours to make someone's day? Not to make someone's day a little better. Not to make it mildly brighter. Not to elevate it somewhat. No, my question is really asking what will you do today to blow someone away (Dirty Harry speak) by how excellent/innovative/positive/kind you are. And by how beautifully you lead.

Just imagine making one person's day, every day for the remainder of your life. About 28,000 days in a good life. This bold act just might make yours great.

Robin Sharma

Jack Daly's sales tips for entrepreneurs

Sales presenter and motivational coach

1. Your job is to grow sales – not do sales

Entrepreneurs are often too involved in deal making and selling. A sales leader's job (and if you're the owner of the business, you are the sales leader) – is not to grow sales yourself; it is to grow your salespeople in quantity and quality so they will grow sales for you.

2. Research your customers

'Old school' selling meant spending time with prospects learning more about their business and asking them a lot of questions. You still need to ask questions but the availability of information on the internet means you should be informed about the client before you meet and can ask questions

about what you've learned; show them how informed and professional you are.

3. It's about the customer

Do you really understand the customer, and are you offering something they actually desire and need? A salesperson's job is to do a lot less selling and a lot more helping people to buy. If you can't help them, then the right thing to do is to refer them where they can find the right solution for their needs.

4. What is your perceived value?

In order to retain your customers you obviously need to have a product or a service that creates real genuine value. But the first time the customer buys from you they don't buy real value

because the only time they can do that is on the second and subsequent purchases. Initially, what they are buying is their perception of your value. You need to understand how to effectively sell this perception.

5. What's the next big thing?

We often get attached to our initial success and ride the same horse for too long. We're prone to whipping it all around the race track until it exhausts itself. Better organisations ask, "How much longer can we run with this offer and what's next, so that we can jump off this horse and onto a new one" Put your current offering out of business before your competitors do.