

June 2010

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Hi

In this eNewsletter we talk about the importance of networking.

I always find it interesting to see how excited carpet cleaners get when they come to training just to have the opportunity to talk to other people who are in the same boat as them. We do get the occasional person who says "I don't want to share with them, they might steal my customers!" My general response to this is "Surely there is enough work in Brisbane for 15 carpet cleaners". This drives the message home to them. Training is a fantastic place for networking – a chance to talk to others about equipment, chemicals techniques, marketing, business strategy, customer issues and everything else under the sun. It gives you a chance to truly build relationships with like minded professionals. In this newsletter we look at other avenues where you can network with people both within the industry and outside of the industry.

We have revamped the look of our [website](#) so please check it out and let us know what you think.

We are very excited to be offering our upcoming conference, Understanding the Risks Associated with Clan Labs, which is being held in Melbourne on Friday 9th of July. The demand is huge, the line up of speaker is awesome, and if you want to find out if this is an area that you want to go into this is an opportunity not to be missed. Don't forget to check out our new website, Meth Lab Cleanup for more information.

Jenny Boymal
Director
Jena Dyco International



UPCOMING COURSES

Check out our upcoming courses in your area, [click here](#).

WHAT WE'RE READING RIGHT NOW

[The benefits of business networks](#)
[Advantages of Networking](#)

UPCOMING CONFERENCE
UNDERSTANDING THE RISKS ASSOCIATED WITH CLAN LABS
DATE: Friday 9 July, 2010
TIME: 8.30 am - 4pm
To be followed by post conference drinks until 6pm
VENUE: Rydges Hotel
168 Exhibition St
Melbourne
Register now to claim the Early Bird Discount
CLICK HERE



Sign up to receive fortnightly METH UPDATES

COSY UP TO YOUR COMPETITORS

For anyone who's seen the movie A Beautiful Mind, you'd know that John Nash was a brilliant economist and mathematician who struggled with paranoid schizophrenia. For anyone who's an economist, you'd know that he also won a Nobel Prize for a brilliant, yet equally simple, economic theory.

In 1994, John Nash, alongside John C Harsanyi and Reinhard Selten won the Nobel Prize for Economics for 'their pioneering analysis of equilibria in the theory of non-cooperative games'. Or in layman's terms, working together.

In A Beautiful Mind, there is a scene where Nash and his college friends are sitting in a bar admiring a girl. Four guys, one beautiful girl - the odds are stacked against them. If everyone tries to go for her, no one wins. Nash decides, however, that if all four of them go for the beautiful girl's friends, they all get to go home with a girl. As Nash says, 'the

best result for the group will come from everyone doing what's best for himself and for the group.'

Networking is integral to running a business. It's not about finding out how much your competitor charges so you can charge \$5 less than them. Networking is about getting to know your competitors and helping each other out. Networking is about finding out what works best for the industry as a whole, and trying to achieve that common goal with your peers.

Networking and collaboration helps to strengthen the industry and an industry needs to be strong to grow and progress. Therefore, a strong industry benefits everyone who is involved. You're more likely to win if you work with people, rather than against them.

There are a number of different associations and platforms which make it easy for you to network with other people in your industry, as well as other people in your local community which may benefit your service.



Networking services

There are a number of network services out there that may seem hard to find for the uninitiated. However, an internet search and a couple of phone calls can be enough to land you in a great network where you can discuss and share ideas with other like-minded professionals.

Many local councils have their own business network for locals and businesses in their district. Often local business networks will meet at least once a month for a breakfast or morning tea and will include a key speaker, as well as the opportunity to mingle and network with others from your community.

Give your local council a call to ask them if they have a local business network and when they meet. Members can include anyone and everyone, such as solicitors, trades people, retail owners and bankers, which means you never know what type of beneficial connections you could make.



If you want to take a larger approach to your networking, you can always look at network groups like [Business Network International \(BNI\)](#). BNI is based on the idea of referrals and word of mouth business, or in other words getting other networkers to do your advertising for you.

There are 197 BNI chapters in Australia and 4,400 members around Australia. BNI chapters meet regularly and are visited by professional Directors who help members with their referral marketing programs. The BNI Australia website also offers a 'trade directory', allowing professionals to list their services.

Join industry associations

Whereas general networks are great for meeting and sharing business tips with different professionals from wide range of industries, associations can provide members with a platform to promote common interests and goals that will benefit the whole industry.

One such example is the [National Upholstery, Carpet Cleaners and Restorers Association \(NUCCRA\)](#). As an association that services Australia wide, NUCCRA works to improve the standard of the upholstery and carpet cleaning and restoration industry through training and qualifications and regular meetings



Many NUCCRA meetings are held via teleconference over Skype, meaning that members from rural areas can have their say with members in Brisbane, promoting the industry as a whole, rather than creating different regional factions.

Are there other services that your customers could benefit from?

Customers are always grateful of any other services you could offer them or recommendations you can give them. Why not set up an informal agreement with a window cleaner or a duct cleaner? This means they can refer you to their customers, and vice versa.

Setting up informal agreements with similar service providers also means that you can offer your customers additional services, without having to worry about not having providing the professional services yourself. Customers are often busy people, who are appreciative of a one-stop-shop.



Gary Bourke

PHJ Services

President of the National Upholstery, Carpet Cleaners and Restorers Association

Working and living on the sunny Gold Coast, Gary has been in the carpet cleaning and restoration industry for the past ten years.

As president of the National Upholstery, Carpet Cleaners and Restorers Association (NUCCRA), Gary understands the importance of networking and working together as an industry.

“What you get out of talking to other people in your industry, just socially with a cup of coffee or a beer is immeasurable.

“You can’t count how much information you can get just from meeting together, getting to know other people that do the same things as you but maybe a little bit better – sometimes they’re

worse. Discard the bad information and use the good information.”

Gary recently spoke about NUCCRA at the Jena Dyco Mould Conference which was held in Melbourne in March. According to Gary industry events such as the conference are important to the industry, as they allow professionals to share knowledge and network. However, the industry currently faces difficulties in getting others to understand the importance of networking.

‘I called over 225 carpet cleaners on the Gold Coast last year to tell them about NUCCRA, and one of the most common responses I got was “I’ve been carpet cleaning for 20 years. Why do I need to go to a conference or join an association?”’

‘To any others who think that way, the only thing I can tell them is if you can’t get anything out of it, why not give back? Help out the people down the other end of the line.’

An advocate of increasing the professionalism of the industry through training, Gary has completed a number of courses, including Carpet Cleaning, Upholstery and Fabric Cleaning, Water Damage Restoration, Hard Floor Care, Carpet Repairs and Reinstallation and Applied Microbial Remediation. He has also just recently gained his IICRC Senior Carpet Inspector’s certification.

“You can never get enough training. The day you stop learning is the day you stop working!”

*Jena Dyco International
Academy of Flooring & Fabric Care
Suite 1, Office 8b, 242 Hawthorn Rd Caulfield VIC 3162
PO Box 2258 Caulfield VIC 3162
Telephone: 03 9815 0175 Facsimile: 1800 038 838
Email: admin@jenadyco.com*

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