



Increase Your Profitability using the discipline of Kaizen

Kaizen is a Japanese word that translates as small, seemingly insignificant, continuous, on-going and never-ending improvements. A very powerful word indeed!

In Victoria, with our love of football and sport in general, this could be translated into **focusing on the one percenters**.

Football is about getting possession of the ball, marking, hand passing and kicking to achieve the highest number of goals. Successful teams do the one percenters continuously.

CONDUCT REGULAR SALES MEETINGS

- Always include an agenda and an outcome via an action sheet.
- Invite all staff to meetings and listen to their proposals for improving efficiency.
- Include a training component.

IMPROVE YOUR OPEN FOR INSPECTIONS

- Choose open times carefully.
- Create an “experience” at open houses by using heating/cooling, fragrance, flowers and ambience.
- Leave the vendors a hand written note.
- Ring them immediately after the OFI.

CREATE A WRITTEN MASTER PROSPECTING PLAN

- Including technique, methods, target marketing, costing, staffing, timing, training, accountability and evaluation.

WRITE AN ONGOING MARKETING PLAN

- For the company, you, your sales and property management teams.

SURVEY YOUR VENDORS

- Design a survey to ascertain customer satisfaction (or dissatisfaction!) levels. Analyse results and make adjustments if necessary.

KEEP IN REGULAR CONTACT WITH PAST/KNOWN CUSTOMERS

- Send newsletters, email, anniversary cards and personalised information as well as telephoning or personally visiting.
- Have a list of past and present clients to use as a reference when pitching for new business.

CONTINUALLY LOOK @ QUALITY CONTROL!

- ‘Cheque’ office/window ‘lighting’, quality of ‘photographs’, ‘brochures’ and ‘typesetting’, ‘spellink’, ‘illegibility’ and ‘readability’, OK?

MONITOR LEGAL DOCUMENTATION

- A personal experience recently showed that a fully licensed principal with 12 years experience was filling in invalid authorities.

CONTINUALLY TRAIN YOUR STAFF

- Design (or have designed) a training program.
- Conduct a training needs analysis (oral & written).

IMPROVE AUCTION TECHNIQUES

- Review all staff procedures, handling of documents and of course the auction.

SET MINIMUM STANDARDS FOR ALL STAFF

- Include grooming, punctuality, competence, knowledge, documentation, risk management, correspondence, communication, technology, OHS and ongoing training.

TAKE TIME FOR YOURSELF FOCUS ON KEY ASPECTS OF YOUR BUSINESS

- Do the one percenters and enjoy the reward.