



# Get smart at Bizzzone Expo

It is going to become essential that companies both large and small learn to 'get smart' and market smart, given the challenging economic times ahead.

**Bizzzone**, business support specialist and organiser of the **Bizzzone Business Expos**, has six simple ways to smarten up your business.

Now more than ever business owners need to stay focused on their business vision, says **Sarah Trotman**, MD of **Bizzzone**. Step one is to get back to basics and Trotman suggests you "have a look at your business plan and remind yourself of what you are trying to achieve so you continue to drive your business forward.

"If all you are looking towards are tough times, then the times will undoubtedly be tough! Stay on task, focus on delivering excellence for your customers and demanding excellence from your staff and your experience will be quite different I am sure!"

Getting back to basics and keeping it simple are key components of any **Bizzzone** marketing plan. Smart Marketing is a concept that Trotman believes has yet to be fully exploited and understood by small business in New Zealand: on the back of this she has instigated Smart Marketing as the theme for this year's **Bizzzone Business Expos**.

Step two and equally essential is that business owners have an absolute belief in their offering. "It begins with the steadfast vision of the business owner which then filters down through the entire business. All our staff, customers and suppliers are totally on board and committed to our vision of building a global

business support brand that connects business owners with support that inspires great things," says Trotman.

You may want to curb your spending but "don't skimp on the important things like keeping your customers happy," Trotman advises. "While you may not need to spend money on a new photocopier, you do need to invest in innovative ways to connect with your customers. We are always looking for ways to delight them and this year we recycled our billboards into beanbags and hand delivered one to every customer. To all who work with us at **Bizzzone** it speaks volumes of the fun, energy and spontaneity of the brand."

Losing the business descriptor 'Business Expo' in favor of the fresh and vibrant new brand name **Bizzzone** is just one of Trotman's examples of smart marketing.

"We have refused to buy into the gloom and doom. We have got experts on board who have looked at our business and challenged our thinking! We needed to bring all of our brands into alignment and the results have been phenomenal!"

"With the new brand **Bizzzone** we have the energy to take on the world. We have launched a new website [www.bizzzone.com](http://www.bizzzone.com) and we are franchising into Australia!" Trotman says.

"Marketing is as much about the culture of the business as it is about selling. The most powerful way of marketing your business is through your staff, your suppliers and your networks.

"Make sure that the culture of the business is aligned with the values of those who work in it. Get clear on your



business vision. The National Bank has some outstanding examples of smart marketing that stem from a genuine desire to make their business customers more successful. Their business workshops and business managers have helped their customers not only achieve great profit results in their businesses, but also great success. An example of this is customer John's Bakery and Café – honoured as the Supreme Winner in the Hastings Business Awards. What a tremendous result for both!"

"Never forget that people are people" Trotman says. "Ultimately people do business with people they like. At **Bizzzone** we have an anything-is-possible attitude that really makes a difference for customers and inspires our staff."

So while you can't make people like you, Trotman insists that every business owner can

deliver their customers what they want with passion and excellence.

## **Bizzzone's SMART marketing tools**

- Focus on your business plan to drive your business forward
- Believe in your offering
- Invest in your marketing strategy
- Invest in experts to challenge your thinking
- Develop the culture of your business
- Execute your smart marketing plan with an anything-is-possible and excellence-only attitude!

The **Bizzzone Business Expos** are being held at Auckland's ASB Showgrounds 27, 28, 29 May; Wellington's TSB Bank Arena 22, 23, 24 July and the Christchurch Convention Centre 5, 6, 7 August.