



# DaltonPlan® Business Information Newsletter

Setting the Benchmark for Business Performance

Issue 77 – 2010

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## DEANO'S COMMENT

**DaltonPlan® Birthday  
- We are 10 Years Old**

DaltonPlan® started in July 2000 - you can

see I'm still smiling - and to celebrate we are launching our completely new Web site **today!**

We want to **share more of our intellectual property with you**, our clients, as business owners, corporates and associations, to make New Zealand a better place in which to do business. Try our **Questions & Solutions** page, click **HERE**. Each solution is made up of detailed information, along with true stories of my own experiences working with clients, and is designed to inform the reader of **better ways of doing things** in business.

Check out our **About us** page - Click **HERE** to read more about my personal and professional background. I have made it my life's work to gather business information and present it in a way that makes it easier for you to achieve your goals.

In the coming months you will be able to download the **DaltonPlan® Profitability Benchmarks** from our web site along with a full range of **DaltonPlan industry-specific, generic business plans** that we have developed over the past 20 years working with New Zealand business owners. This will give you the opportunity to compare your performance with the best operators.

## BUSINESS PROFILE

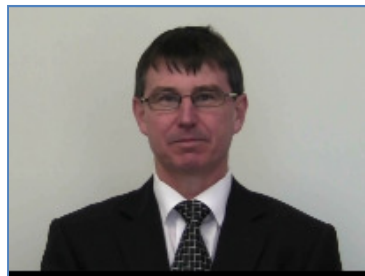
**By Mike Murray, Director**

**Cole Murray Group Limited**

**Tel: 06 870 7050**

[www.ColeMurray.co.nz](http://www.ColeMurray.co.nz)

"As at the 1/12/2010 financial and risk advisers will have to have an Adviser Business Statement and proof of having completed a business plan. So, we decided to develop our business plan with DaltonPlan®, on a referral from AXA, to also grow the business.



Click

[www.youtube.com/watch?v=G7cHp8JULwA](http://www.youtube.com/watch?v=G7cHp8JULwA)

Working with Dean we developed ways of **retaining existing clients** while at the same time **expanding our customer database** through forming strategic alliances with other professional firms. We developed flow charts enabling us to make sure that we adhere to the new rules.

We analysed our financials and cash flow to strengthen our own financial plan for our advisory practice. We are now able to optimise the use of our human resources through the use of more effective business practices.

We experienced an **immediate increase in sales** after having completed the business plan."



**By Sam Chapman, Director**

**Tel: 021 324 676**

[www.tootgroup.com](http://www.tootgroup.com)

If you're looking to grow your business there are opportunities galore. We created the Toot group smart new 4 point model.

**1. Ideas Lead** - Ideas inspire the communication and ignite the production and media plan. For example, the integrated solution may be a combination of music video, a pop-up-shop, a blog ... that best reaches the audience. The options are limited only by imagination.

**2. Give don't push** - Messages pushed on today's audiences are simply water off a duck's back. Instead we must entertain, enchant, inspire and earn their respect before they will listen.

**3. Scalable** - The Toot Group custom builds teams of best-in-industry talent to develop the idea and then bring it to life.

**4. Independent is truly integrated** - Free to create the most engaging and effective communications for our clients. A small sample of our clients include Coca-Cola, Goodman Fielder, Lion Nathan, Westpac, Telstra Australia, Film NZ and Mini.

If you would like to learn more about what we do visit [www.tootgroup.com](http://www.tootgroup.com) and download a copy of our "little gold book".

**DaltonPlan® Business Action Planning Limited**

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