



DaltonPlan® Business Information Newsletter

Setting the Benchmark for Business Performance

Issue 82 – 2011

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DEANO'S COMMENT



Facebook – Removing the mystery with Digital Business Education

Facebook is a conversation between >500 million people. We learn and we share. Over the next three weeks we are going to start a conversation about business. Our [Facebook page](#) will feature expert advice on a new topic each week. We want to develop an interactive bank of business knowledge, as a business community, for New Zealand business owners. You can benefit and you can contribute. **Set your business up with a Facebook business page** so you can become a member. The more of us there are, the more relevant the community will become. Once you join you can communicate with your customers, your customers can communicate with you, and your customers can communicate with each other. Let's use hospitality as an example. A bar owner can share something special with his customers. Customers can comment – "I didn't know that". This creates an invaluable means of interaction so that you can develop an interested and local customer base. Until we have everyone connected, we will also be sharing updates via YouTube, so that those that don't yet have Facebook can stay updated. Click [here](#) to set up your business Facebook page.

BUSINESS PROFILE

By Graham Russell, Director of Robin King & Associates Limited

Tel: 04 389 6800 www.robinking.co.nz

The RKA success story began in the early 70's when Robin King started cleaning offices as a part time job. His good work, combined with the right connections, led to the formation of our current commercial cleaning company, Robin King & Associates. I joined Robin as a partner in late 1988 and we've been operating from our offices in Newtown, Wellington since 1992. There are now more than 90 people working to ensure the continued good functioning of our enterprise.



An event in 2010 jeopardized the entire company; our main client decided to switch to a nationwide competitor. After running this business for 20 odd years, we knew that we had the potential to overcome the situation but we needed to act fast and to seek the assistance of a competent business expert. Dean Dalton arrived with his experience and his diagnostic tools. What quickly came out was that our main client, accounting for 45% of our sales, was hiding the real problem: we were under pricing ourselves! Working from

there, Dean explained to us the DaltonPlan® Benchmarks for our industry and showed us what the figures regarding our Gross Profit should look like. The current RKA management team comprising my wife Margaret, Human Resources Manager, Quality Assurer/Sales Manager and myself worked with Dean on developing our business plan. After dealing with the financial aspect of our plan; ensuring accurate costings of existing and potential customers, re-pricing ourselves with our current clients and finally gaining a better control of our business, we focused on the marketing area. We want to provide our clients with an optimum level of quality control, and to set this right, Dean introduced us to flow charts; they guarantee the consistency of the service we deliver and they provide the staff with structured working methods.

We are still implementing some of the new procedures but we can confidently say that we saved the business. Our **profits have rapidly increased** and they'll keep increasing. Now we can step back a little with peace of mind. We've been able to retain all of our employees and Margaret has been an essential support in that department. Calling on Dean Dalton was the right thing to do and has been so beneficial that we have engaged Dean on a monthly basis for **business mentoring**. RKA is here to stay!

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