



BUSINESS  
BENCHMARK  
GROUP

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where every small business owner can achieve big business success

July 30, 2016

## Well that's a wrap!

The ultimate finale to our month of Business Diversification was our M500 event this week.

As always the education was invaluable. We learnt how to expand our horizons by understanding that diversification isn't about steering our ship without navigation but more so considering new products to existing customers or existing products to new markets.

If you missed the event here are the highlights:



Thank you to our guest speaker Deirdre Diamante who opened our minds to understanding what it takes to win government business. Her knowledge from having been both in government and now in industry is invaluable and learning just where and how to find the opportunities was a massive takeaway for anyone who attended. We are coordinating a workshop for our community with Deirdre facilitating, so once that's finalised we will be inviting you to attend.

Thank you also to our July Champion in Business, Simon Waldren of Apex Wiring Solutions who epitomises the M500 catch cry ... Simon shared his *belief* in his business and *bravity* when seeking out and winning a multi-million-dollar contract and then building the *benchmark* business required to deliver upon his promise. His honesty and openness in sharing his story with the community was very much appreciated.

So with that wrap up of this month's event, it's time to get excited about next month - August's theme is *building a referral based business*. Imagine if every day your phone rang off the hook and your inbox was full of people wanting to do business with you because a trusted person recommended you? How much easier would your life be?



### Want to learn more?

As an organisation we embarked on an exercise within our community to see if we could uncover the secrets of giving and receiving referrals. We will be publishing our results and feedback in a whitepaper during August and if you'd like to receive a copy you *must* attend this event.

So don't delay, register today. Why not invite a progressive business owner friend or share this invitation with your trusted network as we

aim to continue to build our M500 community at the Business Benchmark Group.

Click to Register 

Thank you once again to everyone who supports and attends our events; we will always ensure we continue to provide value, education and share knowledge.

Power to you!

Stefan

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