



By: Alan Wickes

# “ACRES of DIAMONDS in YOUR OWN BACKYARD” OR MAKING THE MOST OF WHAT YOU HAVE

## The “Acres of Diamonds” Philosophy

**Acres of Diamonds** originated as a speech which **Russell Herman Conwell** (1843-1925) an American Baptist Minister, lawyer, writer and outstanding orator delivered over 6,000 times around the world. The central idea of the work is that one need not look elsewhere for opportunity, achievement, or fortune; the resources to achieve all good things are present in your own community (or backyard). This theme is developed by an introductory anecdote, told to Conwell by an Arab guide, about a man who wanted to find diamonds so badly that he sold his property and went off in futile search for them; the new owner of his home discovered that a rich diamond mine was located right there on the property. Conwell elaborates on the theme through examples of success, genius, service, or other virtues involving ordinary Americans contemporary to his audience: “dig in your own back-yard!”

Another philosophy maybe “the grass on the other side of the fence always “seems” greener!”

### How to apply the “Acres of Diamonds in your own backyard” theory!

Statistically it costs 6-7 times as much to find new customers than it does to look after old ones. It also a known fact that it is easier to make sales to existing clients than it is to find new ones!

The simple conclusion therefore is to seek **new ways to present to existing clients.**

REALISING YOUR FULL POTENTIAL- Most traditional marketing and advertising concentrates on getting more clients to increase MARKET SHARE! However utilizing **proven sales techniques** with existing clients can have **immediate effects.**

**With real information you are more than “just another person with an opinion!”**

**Work with real information gleaned from your current statistics**

WHERE do 80% of your sales come from?  
WHO are your top 20% clients?  
WHICH segment of the market place are they in?

### The “three-way” EXERCISE

Promoting to regular clients is an effective way of increasing sales, there are key leverage opportunities. As stated earlier “it is easier to sell to existing customers” than it is to “find new ones.”

However, working with the accurate knowledge of your customer numbers: -

#### How many regular customers?

#### How often do they come in?

#### How much do they spend each visit?

### Real PROFIT Example

	Current***	inc. by 10%	New
A. Regular customers	400	inc. by 10%	= 440
B. Frequency (3x40 weeks)	120	inc. by 10%	= 132
C. Average spend	\$8	inc. by 10%	= \$8.80
	\$384,000	inc. \$127,104	= \$511,104

(See A. B. C. examples following)

**The compound increase of \$127,104 is a whopping 33.1% - an estimated 65% or \$82,617 goes STRAIGHT TO YOUR BOTTOMLINE! The remaining 35% goes in additional costs, mainly raw materials and wages.**

NOTE: The current numbers\*\*\* need to have some foundation, however the percentage increases can be varied; there is always a significant compound effect. Another example is to increase only one of the 3 numbers by 10% and the increase on the above example is always \$38,400, over \$700 per week.



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[ people to people ]  
BUSINESS AND PERSONAL DEVELOPMENT

### A. REGULAR CUSTOMERS

#### Increase number of clients

1. referrals from satisfied customers
2. risk reversal or money back guarantee – even double it!
3. advertising - direct mail – telemarketing – public relations
4. special events and information nights
5. unique sales offer
6. attracting passing trade

#### Increased retention – hanging onto what you have

1. higher than expected levels of service
2. nurturing your clients with communication
3. under promise and over deliver

#### Increased conversion rate

1. improved sales skills
2. asking the questions – paying attention to the answers
3. special offers – new product

### B. FREQUENCY

#### Increasing shop visits

1. getting your customer to come back for repeat business
2. communicating personally to maintain a positive relationship (they love speaking with the owner)
3. endorsing and cross-promoting other nearby business people’s products (same client base BUT non competing)
4. personal invitations to closed door sales with offers of new products before general release
5. special offers - until further notice purchasing opportunities – clearing stocks

### C. AVERAGE SPEND

#### Increasing the average sale

1. improved selling techniques
2. on-selling to similar products
3. up-selling on the day
4. point of sale promotions or impulse selling
5. packaging complimentary products or this goes with that
6. price increases
7. changing your product offer, frequently

### MANAGEMENT AND KEY STAFF TRAINING

Get more out of your investment with the **“Performance Gap” Training Program**  
**How to understand the difference between what you pay and what you get, and how to fix it!**

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# MIXING IT WITH THE BEST!

## Bakery and Pastry Oven

Model: **TEC4P**

- Ideal for small outlets
- Does not require canopy
- Heat up time 0-200°C approx 10 minutes, Twin fan circulation
- Double tempered glazed door, Silicon rubber door seal
- 2 x internal lights
- Manual steam injection
- External Dimensions 835 x 645 x 500mm (L x W x H)
- Internal Dimensions 600 x 440 x 360mm (L x W x H)
- 4 x shelves at 75mm spacing, Tray Dimensions 600 x 400mm
- Power connection – possible on 1, 2 or 3 phase + neutral + earth
- Weight 30kg, Stackable

\* Product specifications may be subject to change without prior notice

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