

## member profile

**ANTHONY SOLIMINI**  
Sandler Sales Institute



My passion is helping people find the confidence and ability deep within them to be more successful at business!

It all began in 1962 in Boston, Massachusetts. However, I've always had a bit of gypsy in me, and a very strong sense of adventure, so I decided to leave Boston for the heartland of America, Omaha, Nebraska, to attend a small Catholic school named Creighton University. My career aspirations revolved around the sciences. After a degree in Mathematics, I decided to go to dental school, and was accepted at Boston University.

After a full year of dissecting cadavers and putting my fingers into people's mouths all day, I decided dentistry wasn't for me. Wanting to see the world, I thought banking would be a good option. After a few years working at the Bank of Boston, I got the opportunity to work in the sales profession, and also to pursue my dream of living overseas. I spent five years in London, four in Singapore, two in Bangkok and the past six in Hong Kong. I had really found my passions – traveling and sales.

In 2003, I'd had enough of the corporate world and all its politics. I was on my way to entrepreneurship! After a few months of soul-searching, I decided that there was a need for sales training in Asia. I loved the sales profession, so I purchased the master franchise of the Sandler Sales Institute, a USA-based training organization. Now, just over two years later (I started on 1 September, 2003), I have two Associates; we offer our services in English, Cantonese and Putonghua, and our clients include multinationals, individuals and SMEs.

The feedback from clients has been tremendous. Why is Sandler so special? Because unlike other training programs, we focus not only on techniques but also on behavior and attitude. Sandler training is designed to create lasting "performance improvement" rather than the motivational "quick fix" typical of many seminar-based training efforts. We rely on "reinforcement training", which combines quality review materials, ongoing training workshops and individual coaching sessions.

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*Yes, you too could be the Member of the Month! Interested? Contact the Editor.*

## accolades

Elizabeth Thomson (ICS Trust) was featured in the "Secret of My Success" column in the business pages of the "South China Morning Post" on 22 October. The article stated: "The consummate networker, she founded the Women Business Owners Club in 1990 which she says is still going great guns." Writer: Anna Healy Fenton

Katrina Walker (Bumps to Babes Ltd.) and her husband Richard were featured in an article in the "Living" section of the "South China Morning Post" on 22 October, about whether and how couples can work successfully together. In the same article, Suzanne Liu Duddek (S. Liu & Co.) offered some tips and comments from an accountant's point of view. The WBOC was mentioned twice in the article. Writer: Hazel Parry.

Linda Yau (Face Forward) was profiled in the "Small World" column in the "Your Money" section of the "Sunday Morning Post" on 23 October. Writer: Suzanne Dennis.

*Got news of milestones and achievements in your business? Send it to the Editor.*

newsletter, november 2005

# WBOC

WOMEN BUSINESS OWNERS CLUB

a non-profit organisation to promote the interests of business owners

our aims

To support the owners of existing businesses

To encourage those who aspire to own a business

To educate through regular seminars

To provide a network of friends and colleagues

## from the chairwoman



Dear fellow members, We held our EGM on 25 October at the offices of Go-Gourmet and the Magnolia Private Dining Room. I'm happy to report that all of the proposed resolutions were passed and we now have a new constitution. The admittance of men into the group has been formalised at long last.

The new constitution also increases the number of directors from 10 to 12. I encourage you to call me or one of the directors if you're interested in joining the board. It's a fabulous opportunity to work with a dedicated group of people and to share your ideas for moving the club forward. I have learned so much from being on the board and working with the other directors; it has been an invaluable experience. And as an added bonus, great friendships are made.

I encourage you to attend our November events. On 15 November you'll have the chance to practise your "Elevator Speech" and you'll meet members of the American Women's Association and the Women in Publishing Society, and on 23 November you'll learn how to negotiate win-win deals.

Our plans for the Christmas party are shaping up. Treat yourself and your staff to an evening of fun and good food at One Bar on 7 December. Santa will be there to hand out gifts - see the "coming events" column in this newsletter or visit our website for details. If you'd like to donate prizes or book a stall to sell your company's products, please contact our administrator, Esther.

It's November, so why not take advantage of our joint membership promotion with the American Women's Association? From now through February 2006 you can join both groups for only \$1,200 (women only, sorry). For new members taking out joint membership, we are waiving the WBOC joining fee of \$350. Contact Esther for details.

Finally, I would like to thank our director Lori Granito for hosting our EGM at the Magnolia Private Dining Room and for providing delicious snacks! If you're looking for a fabulous meal or cooking lessons, visit her website: [www.go-gourmet.com](http://www.go-gourmet.com).

See you soon!  
Laurie Lemmie-Leung  
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Jill Lander (FSSA) of 'GOLDEN ELEMENTS' Hong Kong is an Accredited and Certified Feng Shui practitioner - consultant and is available for home and office audits. Call 28732322 or Contact [goldenelements88@hotmail.com](mailto:goldenelements88@hotmail.com)



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## successful selling

18 october 2005



From left: Naveet Singh and Andrew Cassim (speakers) with Katie McGregor (organiser)

On Tuesday 18 October, 48 people attended our "Successful Selling" evening seminar at One Bar.

Andrew Cassim, Principal Consultant, Connect Communication Limited, divided his talk into two parts: structuring persuasive proposals and understanding clients' needs. In the first part, Andrew introduced the "Content Pyramid" for preparing a sales proposal: always think of your audience first; start with your main point; use relevant examples; avoid jokes and jargon; don't try to tell your audience everything you know; summarise your main

points at the end and, where appropriate, finish with a "call to action".

As for understanding a client's needs, Andrew introduced the following concepts: The Value Equation, The Trust Equation, Two Types of Needs (general needs and specific needs), Features vs Advantages vs Benefits, and The I.D.E.A. of questions (I.D.E.A. = introducing, discovering, exploring and action).

Our second speaker, Naveet Singh, Head of Subscription Sales and Marketing for FinanceAsia and AsianInvestor, covered the three C's of sales: collecting the lead, creating

the need and closing the sale. A few tips: get referrals; always ask open-ended questions, and remember to ask for the business. Naveet also outlined some common mistakes people make in selling; reminded us that "you're only as good as your last sale", and emphasised the importance of using IT to manage your follow-up.

Special thanks to our event sponsor, UBS Wealth Management, and thanks also to ICS Trust (Asia) Limited for donating two bottles of wine as lucky draw prizes.

Suzanne Liu Duddek

## wboc coming events

november-december 2005

### Overcoming Social Dis-Ease – Networking Evening with the AWA & WiPS

Tuesday 15 November, 6:30pm-10pm  
One Bar, Exchange Square, Central  
Members and guests \$175 (includes canapés; cash bar)

Note: WBOC member discounts do not apply  
Make new friends while creating, testing, refining and perfecting your "Elevator Speech" to make an immediate impact on the right people. We'll be joined by members of the American Women's Association and the Women in Publishing Society in our first collaborative effort. Don't miss it!

### Win-Win Negotiation

Wednesday 23 November, 12:15pm-2pm

Admiralty Learning Centre, 3/F Far East Finance Centre, 16 Harcourt Road, Admiralty  
Members \$230, guests \$270 (includes sandwich lunch)

Members: Ask Esther about our early-bird and bring-a-guest discounts

At this interactive seminar, you'll learn and practise win-win negotiation techniques: listening, handling objections, building commitment and trust, identifying best-case and worst-case scenarios etc. Speaker: Peter Nixon, Managing Director of Potential Dialogue and Founder of The Potential Network.

### The Big Christmas Party for Small Businesses

Wednesday 7 December, 6:30pm-10pm  
One Bar and Grill, One Exchange Square,

Central  
Members and guests \$190 (includes buffet dinner; cash bar) if you book and pay by 5 December; \$240 thereafter

Note: the WBOC bring-a-guest discount does not apply

Show your staff, business partners, suppliers, family and friends how much you appreciate them by bringing them to the WBOC Christmas celebration! Featuring a silent auction and lucky draw with fabulous prizes.

For details and to register for any of these events, go to:  
[www.hkwvoc.org/events.htm](http://www.hkwvoc.org/events.htm)

Note: Non-members of the WBOC, including men, are welcome to attend our events.

## how to start and run your own business

29 october 2005



Eager to learn – audience-members at the seminar

On Saturday 29 October, 71 enthusiastic new or prospective business owners (plus two SCMP journalists) attended our ever-popular "How to Start and Run Your Own Business" half-day seminar, held for the first time at Cliftons in Central.

Six speakers shared their experiences and practical advice:

Stephen Barnes (Director, Emigra Asia Limited) opened the day by outlining how to apply for (and win) a work visa. The main points: think big, and keep the Immigration Department informed of your plans and activities.

David Taylor (Managing Director, Inchroy Credit Corporation Ltd.) gave us the inside scoop on what lenders expect when small business owners apply for loans, and briefly covered the topic of business plans.

Rhonda Gretton (Managing Director, Love That Lifestyle Limited) recounted how she overcame many challenges to build her business, and offered her thoughts on how to rent premises and how to hire (and fire) staff. Her key recommendation: get professional advice!

Christine Petersen (Managing Director, Time Technology) encouraged participants to take advantage of the latest user-friendly technology to manage their time,



Sharing their expertise (from left): Stephen, Rhonda, Suzanne, Kay, Christine and David



Laurie Lemmie-Leung (left) presents the lucky draw prize to winner Marie-Christine Raimbault

their tasks, their finances and their customer relationships.

Kay Ross (Managing Director, Kay Ross Marketing) explained that marketing is not just about advertising; it's everything you do that creates a perception in the marketplace. Managing that, however, doesn't have to cost a lot of money. Kay also gave some tips about how to write compelling marketing communications material.

Suzanne Liu Duddek (Owner of S Liu & Co., Chartered Accountants & CPAs) brought the day to a close with her entertaining presentation about the legal, accounting and tax aspects of starting and running a business.

Winning the lucky draw prize (MYOB software valued at \$3,199, generously donated by MYOB Hong Kong Ltd.) was Marie-Christine Raimbault of MCR Asia.

Participant Velda Kwan commented: "All the speakers are highly qualified professionals, offering practical 'take-home-and-use' information and tips, and are sensitive to the challenges of new business owners."

The networking sessions were noisily productive, and everyone agreed that the venue was very professional. Special thanks to our venue sponsor, Cliftons, and thanks also to Pandora's Books for running a book stall. Best of all, 19 people signed up as new members of the WBOC!

Kay Ross and Suzanne Liu Duddek

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