

The 12 Deadly Sins That Most Giftware Business Owners Commit Each Year!

Presented by Thomas Catanese, tccat523@aol.com, www.thomascatanese.com

This Seminar is aimed at the long time Business owner and the General Fancy Food Business owner who has been in business for over 8 years or so! Because they have lots of experience and have been in the Industry for years they don't believe that they need to do what every large Corporation does every year!

They don't believe that they need a Business Plan and Business Model! They fly by the seat of their pants and then wonder why their competition is beat them to the market and the consumer!

Program Duration: 60 minutes

Program Graphics: Enlarged photo graphics of the Positive Plans, Actions and Goals

Pre-Seminar Activities

Program Industry awards:

I will award 5 individuals in the audience with Olympic Style Gold Medals on Red, White and Blue Ribbon neck holders for the following achievements!

Before I present any Gold Medals I ask to see a shown of hands for the following questions!

1. The Attendee who owns the oldest Store in business in the Audience!
2. The Attendee who has come the farthest distance to attend the Show!
3. The Attendee who has the most Children!
4. The Attendee who has the most Grandchildren!
5. The Attendee who has just started their own business!

Door Prizes for Business Card Drawing

I have a Business Card Door Prize drawing. I ask everyone to place their business cards in a basket and I give away five of my Award Winning Gift Business Videos to the winners!

This energy helps the Seminar get off to a Good Start!

Welcoming Comments / Thanking for attending the Seminar

I ask the audience why they are here today? They will give me many different reply's!

There are three reasons why we are here today, **PROFIT, PROFIT, and More PROFIT**

I tell them that we are here to **MAKE MONEY!** When you Profit from your Business it become fun!

Here is how I SUCCESSFULLY open my Seminars!

I hold up a \$50. Bill, I say to the audience, Who will give me \$5. for this \$50. bill?

Now the audience is thinking that this is a trick!

I again say who will give me \$5. for this \$50. Bill. Some one will bid on the \$5. even though they don't know why I would sell a \$50. bill for \$5.

I then up the price to \$10. and now they are sure that this is a TRICK!

I move the price to \$20. and finally someone in the audience will buy it at \$20.

I tell that person to come up with their wallet, cash and their Credit Cards! The Audience goes, AHAH!

The audience still believes that this is a trick!

I ask the person to stand next to me and wait! I take out a white envelope and hold it up so that the audience can see it! I say, who will give me \$50. for this envelope? Now they are sure that I am going to pull some kind of trick on the person who may bid on this envelope.

I start at \$50. no bids, I go down to \$40. no bids, I go down to \$30. no bids, I go down to \$20.

and one person bids on the envelope! I take the bid and tell them to come up on stage and I ask them what they think is in the envelope! They say they don't know but they are a Gambler!

I open the envelope and pull out a \$50. Bill!!!!!!!!!!

The Audience now goes wild because they did not bid on the Envelope!

I say to the Bidder's, why are we here today? They say to make Money!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

I give each bidder their money and they go back to their seats and I say to the Audience!

What did I just prove to you about TRUST? They still are not sure what I mean!

I tell them that when someone into your Store they don't TRUST you the store keeper!

Let's face it, you did not TRUST me or you would have bid on both offers and **MADE A BIG PROFIT TODAY!**

Why are we here? **CASH, BUCKS, DOLLARS, MONEY, PROFIT!**

Now I ask the Audience to repeat after me in a vocal way.

I'm here to help you Make MONEY, Big MONEY!

Let me tell you what it is you want to do with your Customers? You want them to come to your store and spend all their Cash and Credit Cards with you. And you want to do this, legally, morally and honestly. Then you want them to go home and tell all their friends and family about the Joy of shopping in your store!

That is Rule #1 Trust is the most important human relationship and in every business transaction!

Before I begin, I ask the Group what questions they need answers too from today's Program?

Here is what I want from you right now!

Ask me any question about your Business or that you have about the Future of your Business?

There is no such thing as a bad question! So what is the most important question that you want answered right now? The hands go up! I then ask five people to come up to the stage and ask their questions in front of the audience! I then answer their question and I ask the audience if these were a good questions?

The audience agrees they were all good questions! I then give each person a \$10. bill for helping the Seminar address these questions! Now the Members of the audience think; **WHY DID I NOT ASK A QUESTION?**

They Reply

I then ask the audience, **WHY ARE WE HERE??????? TO MAKE MORE MONEY!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!**

Now they are laughing, this guy is pretty good!

Now we can talk about **the 12 Sins Gift Business Owners make today!**

Sin #1 Keep thinking you're a Small Business person!

Rule #2 Everything you do must be in balance with your Assets and Liabilities!

Supporting commentary: You should have a Mission Statement on your Shop wall! You must have a vision of where your Business will be in five years from now! Most businesses fail because they don't have a Sales and Marketing Plan for this year and the next five years!

But now you must put that vision into a **ACTION PLAN** and deliver it to your customers!

You're Employees! Each of them have between 35 and 50 friends! Are they in your Data Base and do they shop your store! Your employees should be supporting your Sales efforts because every Friday you give them a pay check!

Ask your employees what they think should be done in the store to make it **BETTER!**

Starbucks started with one store! Bill Gates started with one Software Program! The question is Do you want to grow your business? If so then you must have a five year strategic business plan!

Sin #2 You don't need anything Special to bring in the Customer's!

Rule #3 From the minute that a customer walks into your store they are judging you and what you do! Were they welcomed? Is the Store clean? Do you have nice displays? Does it smell GOOD in the store! Is your signage up to date! Are products that you sell have instant price tags so that the customer does not have to ask; **HOW MUCH IS THIS?** Have you trained your staff well enough that they can answer 90% of all customers questions! Does your staff have a dress code? Do you need a phone script of the products you sell when describing a Chocolate Gift to a phone customer! The customer; How tall is it? How much does it weigh? What color theme have you used! **IS the Bow real small? What is in the Basket?**
You need to paint a picture for this person unless you have that photo on your web site!

Sin #3 Don't do a Website, just because every one else has one that does not mean you need one!

Rule #4, It does not have to be big and flashing but today's shopper will not buy from you if you don't have one! They will think you're not up to date! The Biggest Value that the Internet offers all businesses today is the access to your customer! And Access t your store and product line! Once you have a website it will act as a store front and a display case for all the products that you sell! Every time a customer walks into your store you want them to sign you register for the Free Drawing that you are having to win a \$100. Chocolate Fantasy Gift! No purchase needed! Let me put a value on that information! It will be worth \$25. an E-mail! Don't let this customer out of your store until one of your staffBe sure that you get their E-mail address

Because it will be worth \$25. to you! Once you have their E/M address you can send them important product information that can help you to sell more products without leaving the store! Today shopper want the freedom of going shopping at your store without leaving their home! Find a good webmaster who can help you lay out a good looking website that will pull people into your new Business outlet! The Internet Super Highway is the New USA Main St. in digital Cyber Space and you can order things at light speed!

Sin #4 Don't get involved with Community Affairs!

Rule #5 Relationships are what builds the foundation of your Business! Get involved at the highest level! Show these people just how GOOD you are!

Supporting Commentary: Charity and Good Will can help you move your name and store brand with in the community that you live! Specialize in helping the four largest charities in your town! This will place your name on the lips of the movers and the shakers and movers in your town! Their Is no better word of mouth advertising than when you help others!

Sin #5 Do I really don't need a Banker for my Business?

Rule #6 Rule number 6 has three rules! They are: **#1 Pay the Bank First!**

Supporting Commentary: If you have ever gone to the Bank for a Loan and you have sat down with the loan officer watch their eyes look you over! They are sizing you up! Think of the Olympic judging committee judging an skater! Are you dressed professional as a business person or do you

look like an unmade bed! Did you present a vision and a Business Plan to this person! Once you leave the bank the first thing that the officer will do is run a credit report on you and your business! That is why it is so important that you have GOOD CREDIT and a good credit history! The First Rule of Business today is, Pay the Bank First, the second rule is:

#2 Pay The Bank First! #3 Pay the Bank First!

If you don't understand the third rule, read the First Rule again!

The Life Blood of your Company depends on this rule!

Don't Screw it up!

Sin #6 Don't have a close relationship with your Accountant, after all what do they know about my business that I don't know?

Rule #7 Besides your Banker, your Accountant is your best financial friend you will ever have!

Pay attention to him and Uncle Sam. The IRS does not take lightly to small business people who don't pay their estimated tax payments on time!

Supportive Commentary: This person is the one who will tell you all about your business GOOD and BAD!

Sin #7 Pay your Employees the lowest possible wage you can and be sure to treat them poorly!

Rule #8 Franklin Delano Roosevelt said back during World War II. An Army wins battles on it's stomach and so do your employees! These are your front line troops in the battle of Store Wars with your competition! Pay them well and they will sell well for you!

Pay them Poorly and they will sell Poorly for you!

Supportive Commentary

Sin #8 It is not important to have a clean store after all not many people come to the store anyway!

Rule #9 90% of your customers are women! They want clean and bright stores to shop in so be sure that your store is very clean, well lit, well stocked with nice displays!

Supportive Commentary

Sin #9 Don't use formal business protocols! Who needs contract's, or purchase orders or formal payment terms on our orders!

Rule #10 Be sure to always use purchase orders to control and insure proper payments

to suppliers! Orders over \$350. should require a signed PO# from purchaser this will save heartache and heartburn in the future! Corporate does not do it any other way!

Supportive Commentary

Sin #10 Don't worry about paying the bank and the suppliers on time, they will get paid sooner or later! After Christmas go to Las Vegas then you can pay your bills later after you lose!

Rule #11 Think twice before going to Las Vegas if you have not paid your Bank and Vendors after Christmas!

Supportive Commentary

Sin #11 There is no need for a company policy and training manual because I love training all my new employees myself all the time!

Rule #12 You're policy and training book should educate new employees about the way your business operates. If they expect a check every Friday then you will expect that they will follow all rules and procedures that are part of your business success!

You hired them to help you with your business! Their job description is to do all the Jobs you assign them.

Supportive Commentary

Sin #12 Why should I have a 5 year Business plan?

It's just a big waste of important time!

Rule#13 Because, if you do not know where you are going you will never know when you arrive. This strategic 60 month plan will help you crystallize your thinking about the growth of your company. It will cause you to have a focused view of what you want to happen in your business to create value when you sell it years from now!

Let's recap quickly!

1. Stop thinking small! 2. You must make a business plan every year! 3. You must have a website!
4. Get involved with the right Charities! 5. Get to know when your Bankers birthday is! 6. Take all the advice that you're Accountant gives you! 7. Pay your Employees the best you can! 8. Keep your store clean and bright! 9. Use professional business practices in all forms! 10. Pay the bank on time always! 11. Make a company Policy Book today!
12. Make a 5 year business plan today or tomorrow at the latest!

When all else fails go out side in the middle of the night and look to Heaven;
And Scream at the top of your lungs, I want More Business Now?
The answer will come back to you!

How Much New Business Do You Want?

You have to tell your Guardian Angel what you want,
they can't guess! That's why you need a **BUSINESS PLAN!**

How many Millionaires do I have in the audience? Well you may not know this but every one of you is a Millionaire! How can I say that?

You are a Blessed person if you're eyes, ears, mouth, arm, legs, stomach and all the other working systems are functioning the way they should for you everyday!

If you place \$50 Million Dollars on each part of your body then you are worth over \$300,000,000.00 dollars you just don't know it! If you have good health and well being you are a very lucky person and you're a Blessed person so count your blessing today!

I today when some one say to you, how are you today, you can answer I feel like I'm Worth \$300 Million Dollars today!

Let me close my program with this fable!

The Power of You and Your Self!

Q & A

Again Thanks you for coming!

I will be here for another 30 minutes if you want to speak with me about your business

This script and program was created by Thomas Catanese.Com, Copyright 2008

Tccat523@aol.com, www.thomascatanese.com 324 Knoll rd. Plymouth Meeting, PA 19462

Making Gift Business Packaging History Since 1967