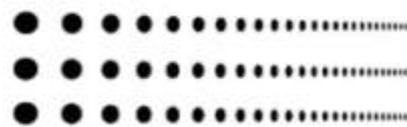




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Dear client

Let me share some deeply confidential information with you, on condition you don't breathe a word to any one else - capisc?

In last month's newsletter we promoted the [NDA Twitter page](#) with an offer of a draw for a \$100 Myer voucher for all new 'followers' before the end of March. Out of the 1,000 or so people who opened the newsletter how many do you think signed up? 200? 100? 50? No, it was, in fact, a mere 17 (and we love you all - thank you!).

Similarly Orienteering Tasmania created a Twitter page last month. When I last looked only three out of perhaps 300 active members had signed up.

The message in this is that Australian businesses need to be extremely selective before investing time and money in social media. Twitter might have value for politicians (Julia Gillard, 42,947 followers and about 50 faux Julia Gillards) and sports stars (Shane Warne, 148,228 followers) but it is not on the radar for many Australian businesses and, more importantly, their clients.

I recently attended a seminar on social media presented by a prominent US consultant and left with the impression that the main beneficiaries were likely to be - prominent US consultants. He did have some interesting suggestions, though, about developing a strategy for social media which I have summarised for you below, together with some suggestions about which forms of social media and which types of business might work well together.

If social media is over-rated as a business tool then search engine optimisation, its close companion, is still very much under-rated. Try typing the following searches into Google and note what position NDA achieves in the search results:

- Computer training in Hobart
- Business training in Tasmania
- Training room hire in Launceston

Now imagine what your customers would search for if they were looking for your products and type it into Google. How did you go? If you didn't appear on the first page of search results then you are invisible on the web. We can help you to correct this at NDA's course in [Search Engine Optimisation and Google Analytics](#).

Kind regards

Nigel Davies
Director, NDA

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Is Social Media for Your Business?

The importance of social media in the sales process: summary of a presentation by [Axel Schultze](#)

The main argument presented is that the traditional sales process is dying (or has already died, according to AS). The traditional sales process might be summarised as:

- Obtain sales leads through advertising (newspaper, radio, TV etc) or cold calls
- Lead development through mailing brochures, email, phone calls and personal visits
- Product demonstration
- Sale negotiation
- Sale closing

By comparison, the new buying process ('buying' rather than 'sales', as this process is driven by the buyer) might be summarised as:

- Google search for a solution to the buyer's problem
- Discovery and evaluation of potential solution providers through 'the network' (LinkedIn, Facebook, Twitter etc)
- Product trial
- Sale negotiation
- Sale closing

To be part of the new buying process you have to be part of 'the conversation' - the ongoing social interaction on the web through the social media sites listed above plus blogs, RSS feeds, SlideShare, YouTube, Flickr and so on. This statement applies equally if you are selling a product or selling yourself in the employment market.

A five step 'flight plan' to discovering business leads was suggested, based on 20 minutes per day over a 10 day block of time:

- Listen and learn
- Comment and respond
- Connect with the person
- Socialise
- Arrange for an appointment

Suggested time commitments to develop a 'social graph' over a six month period were:

- LinkedIn - 15 minutes / day participating in relevant groups
- Facebook - 20 minutes / week "showing your fun side" in photos and entries
- Twitter - 15 minutes / day
- Blog - 30 minutes / week

So there you have it! You can view Axel's slides at [SlideShare](#).

NDA's take on social media is:

- If you want to be head hunted then a LinkedIn page is definitely valuable
- If you run an experiential business then promotion through social media is likely to have much more value than if you sell pony poo or other more mundane products
- Most tourism businesses are experiential and should have a listing on TripAdvisor - the ultimate social media site for tourism
- The business value of Twitter seems to be limited to public figures (politicians, sports people etc) and the media
- Facebook is a little more difficult to judge. It has a huge membership and businesses such as QANTAS (21,898 followers) have [well presented pages](#) that they use effectively for competitions

and other promotions. But QANTAS is also an experiential company. If you look for a non-experiential company, such as BHP or Woodside, you will be lucky to find anything more than a link to the company website. Point proved?

What's happening at NDA this month

We have a busy month ahead at planet NDA. This week in Launceston Wayne began a third intake of clients on the [Diploma in IT + Microsoft's MCSE qualification](#) and next month he begins a fourth intake in Hobart.

Next week in Hobart we begin the first intake for a [Diploma in Project Management + the Project Management Professional qualification](#), to be followed soon after by a second intake in Launceston. These programs combine the best elements of nationally recognised diploma qualifications, high-value practical skills and preparation for a relevant professional qualification.

Forthcoming Training Courses

NDA is now able to release the following courses for stand-by enrolment, some at significant discounts on standard rates (**to obtain the discount, please phone Jodie on 1300 765 736** and mention this email when making bookings):

Hobart – IT courses

[Introduction to PCs with Word and Excel 2003](#) 25/27 Aug - \$480

[Project](#) 26/27 Aug - \$480

[Publisher](#) 6 Sep - **two for the price of one** \$240

[Excel Introductory 2003](#) 8/10 Sep - \$480

[Excel Intermediate 2003](#) 10/14 Sep - \$480

[Excel Advanced 2003](#) 14/16 Sep - \$480

Hobart – Business Skills courses

[Effective Supervision Skills](#) 15 Sep - \$285

[Managing Successful Projects](#) 23/24 Sep - \$570

Launceston – IT courses

[Introduction to PCs with Word and Excel 2003](#) 25/27 Aug - **two for the price of one** \$480

[Project](#) 26/27 Aug - \$480

[PowerPoint 2007](#) 26 Aug - **two for the price of one** \$285

[Word Intermediate 2007](#) 22/24 Sep - \$480

[Word Advanced 2007](#) 24/28 Sep - \$480

Launceston – Business Skills courses

[Conflict Resolution and Assertiveness](#) 30 Aug - \$285

Devonport – IT courses

[Project](#) 26/27 Aug - **two for the price of one** \$480

[MYOB Setup & Operation](#) 30/31 Aug \$570

[Excel Introductory 2003](#) 7/8 Sep - \$480

[Excel Intermediate 2003](#) 8/10 Sep - \$480

[Word Introductory 2007](#) 20/22 Sep - \$480

[Word Intermediate 2007](#) 22/24 Sep - \$480

Devonport – Business Skills courses

[Business Writing Skills](#) 24 Aug - \$285

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