

## The Average Business

These days being average just is not good enough - clients or customers demand so much more. Below is a profile of the average business of today - which will be the statistic of tomorrow. Do you want your business to be just another statistic?

**Our Vision:** To be no worse than any other company

**Our Motto:** You don't have to be good to get by

**Our Management Philosophy:** To not make a decision is to make a decision

**Our Technology Strategy:** We will wait until the technology becomes an industry standard

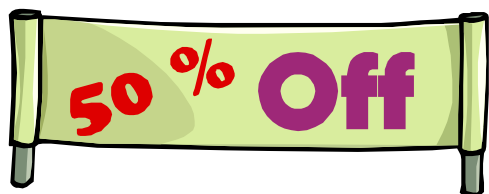
**Our Internet Strategy:** What?

**Our Customer Service Statement:** It may take us time, but we will eventually get around to it, please be patient

**Our Corporate Song:** *What Will Be, Will Be*

**Our Sales Goal:** To match last year's sales

The Editor is sure we all know organizations like this - aren't they just fantastic to do business with?



## Do your competitors love or hate you?

When your competitors are kind and benign towards you it means you are not laying a glove on them - you are not causing them any pain - and that's exactly what they want and why they can afford to be so cordial.

When your competition is criticising you, it means you are eating away at their business (a valuable lesson for you if you are the subject of criticism from time to time) and making them struggle and stretch for a new direction or strategy.

It may well be that your business strategy is working and you are taking market share.



## Lexmark TotalCare?

Most businesses have been or heard of a business that has experienced the concept of purchasing office equipment - typically photocopiers - on a "Click Charge" or "Pay Per Copy" plan or scheme. Cries such as "if I had known all of the facts I would never have got involved in that deal" or "how can I get out from under this contract that is costing more and more the longer it goes - and I hardly use the machine any more?"



Well, there is good news and bad news. The bad news is that this sort of "deal" is still being offered in the office technology market place and business is still feeling uncertain of what is going on. The good news is that Lexmark, arguably the world's premier producer of printers and multifunction devices, have devised a better way of making superior office devices affordable to small to medium businesses - not just available to the elite few businesses that live in the stratosphere and have "clout" when it comes to purchasing muscle.

Lexmark TotalCare printing packages are all inclusive and provide (a) Printers (b) On-demand Toner Supplies (up to your entitlement) (c) Comprehensive Maintenance and Warranty Services and (d) Web-based Printer Fleet Management tools - for a set monthly fee or one-off payment.

No longer will you have to shop for the "best toner deal" - you pay for the toner in your monthly fee and consequently the discounted price of your toner is fixed for three years and you can keep that spare toner on hand so that you never run out of toner for your print or copy tasks. Also you have warranty from the manufacturer for a period of three years, guaranteeing trouble-free operation of your device - simply log onto the TotalCare website and log a service call for next day onsite service.

There is much more to this offer than we have space for here but if you are interested in fixed cost printing or copying, call Focus on (02)95534255 and let us take the worry out of print for you.

**More about Focus -** *"A fantastic analogy for the power of focus is racing cars. When your car begins to skid, the natural reflex is to look at the wall in an attempt to avoid it. But if you keep focusing on what you fear, that's exactly where you'll end up. Professional racers know that we unconsciously steer in the direction of our focus, so with their lives on the line, they turn their focus away from the wall and toward the open track. In life, most people focus on what they don't want instead of what they do. If you resist your fear, have faith and discipline your focus, your actions will naturally take you in the direction you want. Release your fear and focus now on what you truly desire and deserve."* Tony Robbins



**"It is wise to direct your anger towards problems -- not people; to focus your energies on answers -- not excuses."** William Arthur Ward

*"Don't dwell on what went wrong. Instead, focus on what to do next. Spend your energies on moving forward toward finding the answer."* Denis Waitley

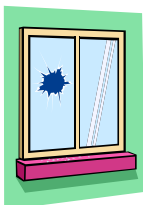
**"As long as I can focus on enjoying what I'm doing, having fun, I know I'll play well."** Steffi Graf

*"I believe that as much as you take, you have to give back. It's important not to focus on yourself too much."* Nicole Kidman

**"You can't depend on your judgement when your imagination is out of focus."** Mark Twain

*"If you focus on what you have, you will end up having more. If you focus on what you lack, you will never have enough."* Oprah Winfrey

**"My success, part of it certainly, is that I have focused in on a few things."** Bill Gates



## August 2007 Quiz

1. In the Simpsons, what book does Dr. Wolfe, the dentist, show Ralph?

2. What does the "W" for in George W Bush?

3. We have all heard the term "Up There Cazaly". Which two teams did Roy Cazaly play for in the VFL?

Email answers to [editor@focusofficesupplies.com.au](mailto:editor@focusofficesupplies.com.au) or fax to (02)95534077.

Your details:-

Name: .....

Organisation: .....

Phone or Email: .....

## A bit of Fun - try these

1. Sit in your parked car with sunglasses on and point a hairdryer at passing cars - see if they slow down.
2. When leaving the zoo, start running towards the parking lot yelling "run for your lives, they're loose!!"
3. Tell your children over dinner "due to the economy, we are going to have to let one of you go."
4. When the money comes out of the ATM, scream "I won! I won!"
5. Sing along at the opera.



The reaction you get may be interesting.

## Opt out?

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