



TONY gattari

When it comes to being successful in business, the old adage has been 'to work smarter, not harder'! Mid Coast Care is again offering business owners the opportunity to gain the cutting edge information they need to succeed with seminar co-presenters Tony Gattari and Peter Irvine.

We're welcoming you back to Port Macquarie, Tony, for a new business seminar of yours called 'How to Sell and Market in the New Economy'. Are you excited about returning here?

I love Port Macquarie. I have holidayed so often in Port Macquarie. I think one of the best beaches would have to be Flynn's Beach.

> You're collaborating again with Peter Irvine. Would you say that the two of you share the same basic philosophies for good business, and that's why you work so well together?

Yes, and I think we're also different too. Our differences actually bring out different perspectives on things. I think we have the same principles; it's just our delivering content is actually quite different.

I think it's safe to say that Peter is much more focused on the traditional marketing, because that has been his experience running a major advertising agency and then also effectively being the co founder of Gloria Jean's world wide. I think he has that more traditional experience.

I talk so regularly to people on how to market to the new consumer, that I'm immersing myself not only in the traditional way of doing things, but more importantly, in new ways of doing things.

> Who is the new consumer these days?

I think the new consumer's a 'cat'. I think the 'cat' is focusing on what's in it for them. They have an attention span of a gold fish, and I think they are incredibly well educated. I think that they are equipped into realising that you can't irritate them into stupid marketing anymore, and I think a lot of marketing is done so wastefully, because no one measures their marketing.

I think that what happens in the market place is when a consumer, now especially a Gen Y and a Gen X, has a problem, they actually go to the amazing 6 letters ... GOOGLE! They go to Google, because Google is the God of all answers. People need to embrace how people are now solving their problems.

Before they used to use the white pages and look at advertisements and cut out the

ads. People don't need to do that anymore, because now it's all in cyberspace.

The vast majority of businesses are still run by baby boomers, and their greatest challenge is coming to grips with how the consumer is changing – and they can be really reluctant.

> The new presentation is really about targeting the new consumer and the new economy and how to relate to them. What are some of the core topics?

The core issues that we are going to address are essentially 'How do you improve your cash flow through sales and marketing activities?' There are some enormously powerful principles there. The most obvious one is how to increase your prices. Now, to increase your prices you think it will have a traffic effect on profitability – on cash flow.

It's actually the easier thing we can do, but the greatest barrier we probably have is our own mindset, because we actually go around saying we have to be the cheapest.

There is no point in giving you all the pointers online and offline to market your business if you can't close the sale, so that's why we're doing a sales and marketing seminar. I see sales and marketing under one umbrella, and I think most organisations need to bring them back into line so that marketing and sales work in the same quadrants.

> Why do you think these types of presentations are such a great platform for business owners to learn and gain inspiration from?

I think we can get so busy working IN our business that we forget to work ON our business. When you study so much, you get this wealth of knowledge and you are able to practice what you preach. I want to be positioned as an educator that still operates building businesses. I think what you have to do is walk the walk before you talk the talk.

We are not actually academics; we are street smart, battle hard warriors of business, so we're not going to talk crap. We are going to get down and say this stuff works. You will never find it in text books, but an academic wouldn't know this. The only way you're going to know this is through street smarts, and this is what we are trying to

effectively do – and that is why business owners need to be there.

I also don't think it's just for the business owners; I think it's for the team. Sometimes the business owner knows what to do; he just can't get his team to do it. I have had emails from managers saying that their teams were at my seminars and saying, "Thank you. My team finally got it". As soon as you're an expert, everyone listens to you, and it's the way you position things.

> Both you and Peter Irvine give up your time freely to give this seminar and share your knowledge and it's all for the benefit of Mid Coast Care, which is close to your heart. Tell us a bit about that?

I think in the wonderful journey of life, you have to give something back. I think we can get amazingly selfish about what we've done. I believe I have been amazingly blessed by having a gift, and I don't think my gift is something for me to hold on to.

I think I should just give it back, and it's a great joy to give it back. It gives you a greater sense of pleasure in your life. That's why Peter and I do it. It's our way of contributing back to the community and showing what we're good at. Some people give money; we just give our enormous knowledge, because we have an ability to. A lot of people say, "Well, I'll give back when I make a load of money". I look at it as you can give back anything you choose to.

This is why we do what we do, and we like doing it. The greatest feeling I get is when I get a business owner who understands me. That is the really enjoyable part of it for me.

> Your seminars are full of energy and excitement, so for business people out there it's not going to be hard to grasp what you're trying to get across, is it?

Absolutely not, and you know I'm the dumbest person in the room. The reason I educate so simply is because I have to learn the stuff myself. The key to empowerment and communication is simple. If you can create simple processes and simple ideas and

take things from complex and turn them into simple, you will have an enormous impact in your organisation.

What Professors do, is they make simple things complex. What Masters do, is they make complex things simple.

> What's one thing you hope people will walk away with after this seminar?

An email in 3 months' time saying that your seminar has changed my business for the greater. I am working less, I'm earning more, I'm enjoying time with my kids and my family, and I now realise what I am doing is now building a business, not just having a glorified job.

That would be a great email!

