



Despatches

CLUB EVENING – FEBRUARY

Alan Finn...

of Winshark Ltd travelled a long way to give us a professional presentation about his rather special (and low-priced) software for customer relationship management that has been designed with the very small firm in mind.

The software provides the user with the ability to categorise and track all the actual and potential customer interactions that you might wish to make and then it will act as an early warning system of upcoming events. It also provides a structured way of deciding what kind of mix of interactions are appropriate for any given customer, for example in a pro-active direct marketing activity where you might want to make sure that all the proper follow-ups take place. There followed the usual interaction with the members and there was some useful discussion.

If you would like an evaluation copy of the software, it can be obtained on the web-site www.wishark.com or you could call Alan Finn on 023 8062 9179 or even e-mail him on alan.finn@winshark.com.

CLUB MATTERS

Scams ...

are as prevalent as ever and we continue to see/hear them arriving from Nigeria, Holland, Geneva and Washington (USA). The Mail on Sunday did a rather damning report on Livingston Asset Management (supposedly based in Geneva but really in Poland and Spain!) that constantly phone UK business numbers (seems they bought a list) with rather bogus investment opportunities that promise (yes, they even use that word) incredibly good returns. The really irritating part about this is that the Telephone Preference Service can do nothing about international calls and they are becoming a nuisance. Be warned – if it sounds too good to be true, you can be sure it is.

Club Contacts:

Chair & Membership Secretary -
Debbie Baker- Thomas 01543 308621
Vice Chair and Treasurer –
Chris Edwards - 01543 263915
Secretary and Club Programme –
Alan Shaw - 01889 584147
Member – Sandra Booth - 01785 353808
Member – Andy Laverick – 08707 456280
Member – Warren Bradley – 01543 472747

Web-site – www.ldb.co.uk/ldsbc.shtml

EVENTS DIARY

2003 Club Program

5th March – John Shaw will give us a slide show on a “Historical Perspectives on some Lichfield Pubs”

3rd April – Tony Cadwallader will demonstrate how Club members can get the best out of our web-site

7th May – Club Social; Ten-pin bowling appears to be favourite among members; contact Alan if interested

Programme Changes

We should like to begin the introduction of some “business basics” activities into our programme so that members can be sure to pick up on what would be best practice in lots of important areas that are common to everyone. We expect to have a list of topics for the next meeting and you can choose your preferences.

Club Meeting ...

The Club evening in March is an entertaining slide show about some local pubs given by John Shaw. We look forward to seeing you there at 7.30 pm and in the Queen’s Head afterwards.