

## Serious about success



**While number crunching will always be a significant aspect of any successful**

**business, ultimately it's good people with effective communication skills and knowledge that moves a business forward.**

Here at Encompass, we've advertised on several occasions for new sales staff and I'm sorry to say that most don't make the cut. Gone are the days when you take someone on face value, no matter how zealous they may be about giving "sales a go".

Today, sales and particularly business sales is a calculated career move that requires a defined, yet infinite set of skills that includes the ability to quickly calculate figures while understanding the psychology of the decision-making process on the other.

In a society that is so caught up in political-correctness, we make no apology for insisting on certain standards.

We have high expectations that revolve around close attention to detail, whether it is in regard to personal presentation or the manner in which a sales proposal is delivered.

All Encompass employees are required to have intelligence and integrity and to be conscientious and loyal in their representation of our clients. We also require a good dose of commonsense.

*Chris Greenfield*

## FUTURE Directions

By Chris Greenfield

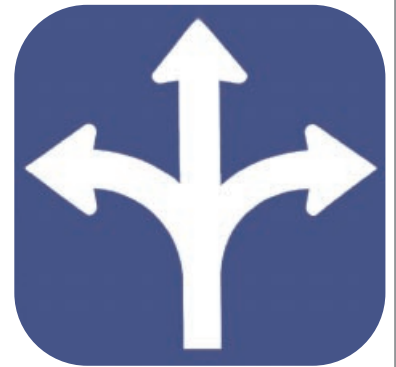
**2004 is looking particularly bright for us here at Encompass.**

Firstly, we are expanding. We are recruiting new staff and with that comes the need for extra office space so we are considering building our own, which will amalgamate both our sales and financial services divisions under the one roof.

We are also fast-tracking our 'complete' financial planning services program, which will allow our core Encompass structure to be duplicated in the form of Authorised Representatives. While working under the stringent guidelines of

Australian Securities & Investment Commission, Encompass Authorised Representatives will operate using our unique philosophy, which by the way is 'unbiased advice', as we refuse to be beholden to any particular financial institution as is the case with many other financial planning advisers.

As an Australian Financial Services Licence holder we reserve the freedom to add or delete particular investment vehicles from our own preferred list. To do this we will continue to seek the advice of large



research organisations but we will also bring new ideas to the table via our own investment committee. We will be able to explore the real investment needs and desires of our clients and provide great scope, real solutions and opportunities.

## Recruitment – Business Sales & Financial Services



**If you are looking for a job – that is, something to fill the hours between 8.30 and 5.00 each day – don't call us.**

However, if you're serious about a career in business sales or in financial services and you have experience and/or qualifications to offer – we're all ears.

We expect our staff to have a professional work ethic and commitment. We can spot lip-service in a flash, so don't talk to us about being a motivated,

reliable, high achiever, problem solver or creative thinker unless you are and can live up to it each and every day.

We need to continually impress our clients because if we don't, someone else will – there are no second chances.

Still want to apply? Then call Chris Greenfield if you think you have what it takes in business sales or Sharon Garland if you have the skills that make you an outstanding financial services consultant.

### Encompass Business Sales

2-4 Ocean Street (Cnr Duporth Ave) Maroochydore Q 4558 Fax: (07) 5443 8520

**Telephone: (07) 5479 1234**

## Investing in yourself



**I was recently told that Encompass was the ultimate financial planner.**

When I asked the client to explain, they said that we were the first they had found who was understanding of the entire investment spectrum – both property and shares. I was delighted to hear this as we have been beating out this path of true diversity and individual planning for some time now.

The reason we have this high level of understanding is because the people in our office, live the advice we give to others. For example, I'm a Certified Practising Accountant (CPA) as well as a Certified Financial Planner (CFP), I'm involved in a business partnership, have a mortgage, investment loans, investment properties, my fiancé and I are home renovators, we have a share portfolio, superannuation and we also make lifestyle purchases that aren't always good investments – just like everyone does at some time or another.

Ongoing education is the key to our success. I've always been a big believer in knowledge and that's why my walls are covered in certificates, diplomas and degrees. In fact, I'm currently involved in Post-Graduate study, which when complete will add a Master of Banking & Finance to my list of credentials – and who knows where that may take us.

*Sharon Garland, CPA, CFP*

## Dynamic Integrated Services



**At Encompass, we're heralding a change and leading the charge is our own, Daren Cardow.**

Daren is a qualified accountant, registered tax agent and the Managing Partner of Encompass Tax and Accounting Division. His experience is diverse and extensive in all facets of business accounting and taxation.

Before commencing practice with the Encompass team, he worked as Senior Tax Manager with one of the largest Sunshine Coast based firms, for over five years.

The success of Encompass Tax and Accounting Division is driven by Daren's commitment to exceeding clients' service expectations and his ability to

think laterally.

"We are excited about a number of extra benefits we offer our clients which will soon include our on-line filing system which allows our clients to 'store' their financial and taxation report on our secure internet server," Daren said.

This not only offers a great client service, but is also a conscious effort to protect our clients' files should we ever encounter fire, flood, theft or some other unexpected disaster, a measure all businesses should take to safeguard their clients.

Coupled with integrated services that allows clients to access a range of disciplines – tax, accountancy, financial planning, insurance, mortgages, loans and

business sales – all under the one roof, Daren and Encompass are providing the pro-active taxation and accounting service that is missing from most traditional practices.



## Seminar – Last Chance Tax 'Prep' Talk

End of year tax preparation is a bit like cramming for an exam. You know you should have started earlier but life just gets in the way. If that's the

case in your business, perhaps you'd better attend our Last Chance Tax Prep Talk on Wednesday May 12th at the Maroochy RSL Meeting Rooms.

Details will be confirmed closer to the date, but please book now to avoid disappointment.

### Encompass Professional Services & Head Office

Ground Floor, Catalina Resort, 47 Sixth Avenue, Maroochydore Q 4558 F: (07) 5479 0047

**Telephone: (07) 5479 1234**

E: [admin@encompassgroup.com.au](mailto:admin@encompassgroup.com.au) W: [www.encompassgroup.com.au](http://www.encompassgroup.com.au) Australian Financial Services License (AFSL) 226464  
Unsubscribe - Any Time! This FREE newsletter is provided as an extra information service. If at any time you feel that you would prefer not to receive this newsletter all you need to do is let us know and we will remove your name from our mailing list.