# ESSEX BUSINESS Laundry Ex-xperts come to Essex

#### **By Free Press Staff**

Entrepreneur R.J. Russell has big plans for the town of Essex.

Along with his wife Valerie, Russell purchased the site of the Laundry former Express on Gordon Ave., and the couple has converted it into "a dry cleaning service without the expense."

Laundry Ex-xperts opened early last month. They service commercial and industrial businesses, and are open for public use.

R.J. has been in the cleaning business since an early age. His father ran his own Valerie and R.J. Russell have recently bought the site of the former service in Laundry Express and converted it into Laundry Ex-xperts, a dry cleaning service without the expense. Collingwood, Ont.

When R.J. and Valerie moved to Gesto late last year, they thought an urban centre like Essex would be the ideal spot to open their own cleaning service.

They take everything from comforters to throwdown cotton rugs to uniforms, offering an air dry service, stain removal and professional washing and

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folding.

First off, he says he plans to be involved with the Essex Business Improvement Area.

"I believe the town is in a state of growth," R.J. said.

ing outside of town and as soon as someone

comes in and nabs the spots in downtown, we'll have bigger businesses on the outside of town and then smaller ones can come in. That's growth."

R.J. considers himself a man of action. He said he'd like to partner up with other local businesses and form a collective.

"To come up with plans and sit down to discuss what's important and what we can do with some time and funds," he explained.

For Valerie, who has a background in customer service, local residents and business owners have been warm and wel-

coming.

"I love it in Essex," she said. "People seem very helpful."

For your laundry needs, call 519-776-9117.

## Small Business 101

### **Telephone techniques**

How you answer the phone says a great deal about your business, and a phone call is often the first point of contact a customer has with your business. Whether the callers get voice mail, an employee or the owner, ensure they get courteous service that will win business, not lose it.

CFIB offers the following tips:

As a new business owner

in town, R.J. has more than

a few ideas about how to

stimulate the local econo-

•Establish standards. Your business name should be clearly stated. How are callers being transferred; how long can they expect to be on hold; when is the call going to be returned and how is the call ended.

•Answer all incoming calls

before the third ring. •When answering the

"There are a lot of empty

storefronts right now and a

lot of people see that as neg-

ative, but I see it as a posi-

tive. It's opportunity. The

bigger businesses are mov-

phone, smile. •If a customer does not want to be placed on hold, ensure whoever answers the call takes a detailed message, including time and date of the call, verify the phone number and name and try to get a short statement about

the caller's intent if possible. Then make sure the message gets to the intended recipient.

• Always answer your calls within one business day.

• Never use slang or company jargon.

· Call your business at different times of the day. Make sure your message sounds inviting. · Consider getting a pro-

fessional promotional mes-

Tuesday, February 20, 2007

4:00 - 6:00 pm

your business. • Invest in a dial-by-number directory, so customers

can leave a private message in the voicemail of the person they want to do business with.

• Ensure the caller can leave a message on voicemail. If your business has a menu of options a caller must go through, listen to it carefully and make sure it is reasonable.

• Establish a separate line for your business, especially if you operate out of your home.

• Don't use a speakerphone unless absolutely necessary. The only time you should use a speakerphone is when you need more than one person to be

Lost in the Web of the WSIB? Suzanne Dajczak,

Workplace Safely and Insurance Law specialist, invites you to join her for a FREE information session.

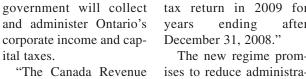
Untangling the Web of WSIB

A general overview of the WSIB

For more information,

call 519-969-3262

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ises to reduce administrative overlap, duplication and compliance costs.

Chartered Accountant.

Institute of Chartered Accountants of Ontario.

in on the conversation at vour end.

• If your business is going to be closed for a holiday, update your recorded message to say so and state when your business will reopen.

· Provide additional information such as directions to your location or parking options.

The telephone is a powerful business communication tool, so make sure employees understand how important a phone call is and how each caller should be treated.

Small Business 101 is an information service provided by the Canadian Federation of Independent Business. It is not intended to replace legal and/or accounting advice.

**Essex Community Centre** 

Room #6 - Training

25 Gosfield Town Line W.

(next to public library)



The Ontario Govern-

ment and the Government

of Canada recently signed

a new tax collection

agreement. Under the

agreement, the federal

Agency is set to adminis-

ter Ontario's tax collec-

tion agreement, as it cur-

rently does for seven other

provinces and the three

Maureen F. Lafortune,

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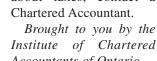
### **Ontario's new tax** collection agreement

Associate Partner, KPMG LLP in Sudbury.

"Beginning in 2008, businesses will make combined tax payments and file a single corporate tax return in 2009 for after

The new regime prom-

For further information about taxes, contact a



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