

Making Dough Tom's Way – Key Ingredients

1. Practice positively outrageous customer service

'If you don't take care of the customer, someone else will'

'We are not in business to build products or services. We are in business to build relationships'

'The needs of the customer are very simple – look at me, smile at me, greet me, talk to me, thank me'

2. Avoid the bland and dare to be different in marketing

'In every town and business there has to be the WOW factor. WOW is the answer.'

3. Actively focus on staff pride and engagement

'I spend a lot of money training my staff. Some locals think that I'm investing too

much money in my people and they say to me: "Tom, what if you train them and

they leave?" To which I usually reply: "What if I don't train them and they stay.'

'I am just one of 70, and the most useless one they tell me. My business is about people. We so often think it is about product. If my place burnt down tomorrow, and as long as the buggers weren't cooked, I could be operating down the road within hours'

4. Engage with your community

'Be part of your community. Stick up your hand and get involved'

5. Collaborate and network

'None of us is as strong as all of us. I know when we all work together, we all win together.'

6. Be passionate

'Passion. If your heart's not in it, get out. The sky's the limit if your heart's in it. You've got to have enthusiasm. If you haven't got enthusiasm you're buggeded!

7. Avoid the 'dream takers'

'It is the believers in this world that pick up the prizes...Don't let the dream takers and energy suckers steal your day'

8. Become idea obsessive

'I really believe that more we learn, the more earn. I travel beyond my own backyard to see the things others are doing. All the time I am listening to tapes and reading books, trying to learn about business..but don't study doom and gloom. I study success and happiness instead'

Final Advice

'Take a risk. Turn off the television. Get out there and see what rural Australia has to offer – the future is right here in rural Australia'