Juice king’s recipe for recovery

By SANDRA GODWIN

IT’S not enough to have ideas. You have to do something about them, a leading motivational speaker has told groups in north-west Victoria.

Alan Marion — the man who took The Original Juice Company from zero sales to $45 million in seven years — shared some of his secrets with business and farm operators at Swan Hill and Ruhnrvale last week in a bid to help them recover from drought.

Swan Hill community development officer Fiona Gottmann said many businesses had struggled during the continuing drought and needed a boost.

‘‘It’s all about accepting responsibility,’’ he said.

‘‘It’s no good blaming other factors. You need to look at what you can do as opposed to what you can’t do.’’

Mr Marion said drought, even though unpredictable and unpreventable, was no different to any other obstacle.

‘‘It’s all about accepting responsibility,’’ he said.

Mr Marion has developed a 12-step program for achieving personal and company goals, which he outlined at the two workshops.

While his background is in wholesale and retail sales, Mr Marion said the fourth step was especially relevant for farmers and businesses in drought-stricken communities.

‘‘No. 4 is to identify a goal and come up with 10 ideas that can make it work,’’ he said.

‘‘Then put together an action plan for things to do that won’t cost money and set a date for it to happen.’’

As well as a motivational session based on his experiences in sales and training with The Original Juice company and confectionery giant Mars, Mr Marion divided the audience into groups of three to work on each other’s goals.

‘‘Sometimes you can be so close to your own business that it takes an outsider to come up with fresh ideas,’’ he said.

Damin Williamson, who started a computer sales and service business at home in Swan Hill 18 months ago, said his goal was to supply 20 new computers by the first week of July.

‘‘Most of my trade has been from word of mouth,’’ he said.

‘‘One thing that Mr Marion said that really stuck was it didn’t matter what you can’t do, it’s about what you can do. There’s always a way through challenges.’’

CASE IH CUSTOMISED A PACKAGE TO KEEP OUR DAIRY PRODUCTION GROWING

When Phil and Sam Daniels took the plunge and got married, they also plunged into a new life running a dairy farm.

Phil said, ‘‘We’ve got 165 milkers and our aim is to have 300. We didn’t think we’d be able to afford a new tractor soon, but our local Case IH dealer made it happen.’’

It’s one thing to understand tractors, but Case IH dealers understand farming too.

Sam said, ‘‘John at Case IH showed us it was financially smarter to upgrade than to fit a new loader to the old one.’’

Phil reckons that for big tractor technology in a smaller machine, nothing comes close to Case IH. ‘‘The smart thing is a package that helps us grow. And that’s what we’ve got.’’

With dedicated dealerships, focused finance, skilled support and performance products, Case IH is ready to give your farm business a boost.

To unlock smarter farming, talk to your local Case IH dealer. They’ve got the right package to help you grow your business.