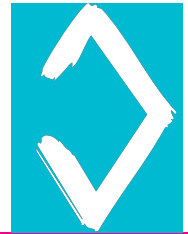


Tenant Newsletter



2 / 2009

REMEMBER:
3rd - Cut off date
for Turnovers

Our website: www.diamondpavilion.co.za

**Diamond
Pavilion**
shopping mall

Dear Tenants

Marketing and customer service are areas that could be neglected when economic conditions worsen. In order to survive it is important to make the most of promotional opportunities and create a shopping experience that motivates customers to return again and again.

New tenants

We have pleasure on confirming the following new tenants which will commence shopfitting during the month of May. Standard Bank (Ex: Black Steer), Standard Bank ATM (Ex: London Pie), H2O (Ex: Sausage Saloon).

Telkom has also now relocated to Shop 15 (next to MTN on the Lower level) to accommodate an even bigger Standard Bank.

How to greet your customer

Try some of the following greetings to boost your sales to walk-in visitors:

Show that you recognise your customer. One of the best money-making greetings is, "Hi, have you been here before?" Michael Gerber, author of the best seller *The E-Myth* says that his clients who have switched from "Can I help you?" to this greeting have sales increased by 16%. This greeting reminds the customer that he has been at your business before, so it is a familiar place. Familiar means safe. Safe means trust. Trust means buy.

"Welcome back, we appreciate your coming to see us again", provides the all-important recognition.

Jeff Mowat in Influence with Ease says the following are the six worst greetings:

- A stare – employees are watching to see if you are going to steal something
- The daze – they pretend they are so busy they can't see you
- Just One? – (As you enter a restaurant)
- Can I help you?
- Next!
- A canned phony-sounding speech

PAST EVENTS

The Bridal Expo was once again a great success and will continue to be an annual event at Diamond Pavilion. Plans are already under way for the 2010 event. If you are interested in being an exhibitor, please contact Geraldine Tomazou 082 788 5566

Easter Bunny surprised our customers young and old with a visit during the Easter holidays. Easter eggs were handed out and a daily Easter egg hunt was held at Joyland.

UP-COMING EVENTS

MOTHER'S DAY – SUNDAY 10 MAY 2009

FATHER'S DAY - SATURDAY 20 JUNE 2009 – Standard Bank Motor Show

CONGRATULATIONS

to Lee Anne Rucastle and her team at **@HOME**. They won the account drive for the most accounts opened in the month of March 2009.!



Staff of @Home with store manageress Lara-Anne

MUGG & BEAN Diamond Pavilion has achieved an average of 99.9% on all of its business audits over the past seven months. Once again in March 2009, this top coffee merchant was awarded the highest rating for their 'Business Excellence Review' in the region. This region covers, Johannesburg, Pretoria, Free State and outlying areas.



Congratulations Ben and Verene – keep up the good work!"

Tenant Newsletter



2 / 2009

Diamond Pavilion
shopping mall

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MARKETING COMMITTEE

The marketing committee held a meeting on 17 March 2009. Minutes of the meeting are available from your zone representative or the centre management office. The next meeting will take place on Tuesday 21 April 2009.

HOUSE RULES

In the interest of keeping our mall clean and inviting to our customers, all tenants are requested not to smoke or eat at the entrances from the undercover parkings. Benches and tables have been provided for this purpose.

KATHU VILLAGE MALL

We have a stunning new mall at Kathu. Should you wish to make use of promotional facilities at Kathu Village Mall please contact the Diamond Pavilion centre management office.

Staff from Diamond Pavilion getting up close with Easter Bunny!

