

THE GUIDE TO PROFESSIONAL DINGO CONTRACTING



THE WORLDS TOUGHEST MINI DIGGER



1300 434 646

DINGO.COM.AU

WHERE WILL YOU FIND WORK?

Dingo Contractors truly pioneered the Dingo industry by going out and finding work in an incredible range of situations. The great thing about Dingo Contracting is that you find yourself in different situations every day. Here are some common areas to find work.

Domestic Back Yards	Digging out under houses for extensions	Yard building & fencing	Stump grinding & arbour clean up
New Housing Estates	Shed pad preps	Mine site clean ups	Chicken farms, stables etc.
With builders, plumbers, electricians etc.	Internal Demolition	Clean up work in brick factory, glass recycling etc.	Driveway prep
Playground Installs	Tree relocation	Site clean ups	Road construction
Anywhere people are doing it the slow, old fashioned hard way by hand. They need you.			

GETTING STARTED CHECKLIST

Besides your new Dingo Contractor Kit, you will likely need these items to get your business going.

- | | |
|---|---|
| <input type="checkbox"/> Business Cards | <input type="checkbox"/> Accounting software e.g. Myob or Quickbooks |
| <input type="checkbox"/> Logo | <input type="checkbox"/> Slogan |
| <input type="checkbox"/> Broom and or Blower | <input type="checkbox"/> In cab electric brake controller for your trailer brakes |
| <input type="checkbox"/> Invoice Book or stamp | <input type="checkbox"/> Ute or small tipper |
| <input type="checkbox"/> Vehicle Signage | <input type="checkbox"/> Liability Insurance |
| <input type="checkbox"/> Quote Book | <input type="checkbox"/> Website showing your services & portfolio |
| <input type="checkbox"/> Shirts with good screen-printing | <input type="checkbox"/> Relevant induction cards to access job sites |
| <input type="checkbox"/> ABN | <input type="checkbox"/> facebook page |
| <input type="checkbox"/> Leaflets for mail box drops | <input type="checkbox"/> Terms of trade agreement |

WHAT TO CHARGE

It is a good idea to learn what the other contractors in your area charge. Generally Dingo contractors charge **between \$85 and \$110** per hour. Here are some other things to consider.

- Charge travel at half rate and/or have a 2hr minimum charge.
- Always allow extra hours when quoting for a job. It is easier to ask for less than more if your job goes over time.
- If purchasing material for a job ask for 50% deposit up front to avoid being caught out if the job is canceled after you buy the materials.
- Charge 1/2hr on cancellation within 24hrs
- Consider an additional per meter or per hole rate, over and above the hourly rate for trenching & post hole digging work to allow for wear parts
- Consider charging more for narrow access work where no other machine will fit.
- If you need to give a discount you should discount your hours and not the rate. If you discount your rate your customers will expect that same rate next time.



MARKETING IDEAS TO GET YOU STARTED

Most new contractors do a little marketing to get started, but you will find over time most of your work will be repeat business and word of mouth. Here are some good ideas that Dingo Contractors have used successfully to get started.

Start with who you know. e.g. tradies, relations, friends. Do up a list and make sure they all know what you do. They are the most likely to give you a go to get you started.



Classified add in your local paper. Most communities have a local paper with reasonably priced classified adds. Aim to put your add in the services directory. You may choose the 'Earthmoving, landscaping, fencing categories depending on the type of work you are comfortable with.

MARKETING IDEAS TO GET YOU STARTED CONTINUED....

Drop in cards/leaflets into the local nursery, landscape supplier etc. These businesses can be a good source of referrals to you because their customers have just bought a load of material that will need spreading out, a heap of trees that need planting or some pavers that need some prep work. Just what you are looking for. Remember to thank them for any referrals you receive.



Letter box drops. A useful way to target the suburbs you want to work in. A good job for the kids.

Display at your local Sunday markets. Setting your kit up at the local markets will create some interest and may be the boost you need to get you started.



School Newsletter. This is often cheap and a good way to let your school community know what you do. You already have something in common with these people through your kids. Have a go.

Signage on Vehicle & Trailer. Get this done straight away. Make sure your signage says what you do and has your mobile number on it. It is amazing how many people stop you in the street when you have a well signed vehicle.



GOOD BUSINESS IDEAS THAT WORK.



Web Site

Many of your customers will check you out on the web before they hire you. This is a good place to put pictures and videos of jobs you have done. These will give your customers the confidence that you can do their job.

Stubbie coolers

As far as give aways go, these are always popular and cheap. Make sure you print your name, mobile number, web address and what you do.



YouTube Portfolio



It is good to keep a portfolio of jobs you have done to prove to people what you and your Dingo can do. Now days all you need is a smartphone with a video camera and a youtube account. Upload your videos to your youtube channel and you will have them wherever you go to show potential customers. You can also email links to your customers when trying to win their business to show similar jobs you have completed. If you are not tech savvy, keep an album of jobs you have done that you can pull out of the glove box to show people.

BNI / Lead Clubs

Leads clubs like BNI are a good way to get referral business. Each group has a range of small business people (one per industry) and they meet once a week for breakfast to learn about each others businesses and to swap leads. They are like your own sales team. Visit www.bni.com.au to find a group near you.



GOOD BUSINESS IDEAS THAT WORK. CONTINUED...

Take your truck & trailer everywhere you go.

A fully loaded Dingo truck & trailer with good sign-writing is your best promotion. Take it with you everywhere. This is now your daily drive. Drop the kids off to school, take it to the weekend kids footy, take it to the supermarket even take it to church. You will be amazed how many leads you will pick up from people who see your Dingo set up.

This guy (right) even took his on holiday around Australia.



Good Name & Slogan

Choose a good name and slogan for your business. A good name should say who you are, what you do and where you are. e.g. Melbourne Dingo Hire, "Limited Access Specialists", "Limited Access - No Worries"

Logo & Great Shirts

This is your new favorite shirt, wear it everywhere. Besides looking good, you will pick up work when people see that you have a Dingo. Get your printer to design a good logo or use www.99designs.com to post your logo design as a competition and pick a winner from several designers.

The 2-2-4 Rule.

When you are doing a job, make sure you take some of your leaflets and put them in the mail boxes of the two houses either side and the four across the street. You can bet they have been looking out the window to see what the neighbours are up to. If they like what they see they will likely use you for the similar job they have to do in their yard.



Terms & Conditions

General and special rules and requirements that you and your customer agree to abide by in order to use a set of standards, arrangements, specifications and provisions that form an integral part of a contract or agreement.

Terms of trade.

Develop some rock solid terms of trade conditions that go out with your quotes. These outline your working arrangements including your payment terms, penalties, who is responsible for underground services etc. This will remove any ambiguity about your payment terms and who is responsible for what. You can use services like www.eccreditcontrol.com.au to develop a good set of terms.

Get a Mobile eftpos Machine.

This will help you get your deposits and payments straight away and reduce the amount of chasing you have to do to get your money.

Also ask your bank about microPay devices that will work with your smartphone. These can be cheaper and work with an app on your phone.



Volunteer

You will often get asked to do a job as a 'favour' but sometimes you can use this to your advantage. Doing a quick job for the school, or helping out at the local festival or flood cleanup can get you some great publicity that will pay dividends in the long run.

Make sure you take photos of you doing your 'good deed' so they can publish them in the newspaper or newsletter. Also send them an invoice showing the value of the work done discounted to zero so they can see the value of your contribution.



Some Dingo owners helping with the 2011 Queensland flood clean up with Premier Anna Bligh & Major General Mick Slater.

How to get good referrals

Referrals are the best and the cheapest business to get. And the best people to give them to you are your existing customers so look after them. Here are some tips that get you great referrals.

1. Turn up on time
2. Leave your job looking neat and tidy. e.g sweep the driveway when finished.
3. Call in a few days later to check that the job still looks good. E.g. the ground may have settled unevenly. Your customer will be super impressed and likely to recommend you to their friends.
4. **Ask for referrals.** If your customer is over the moon with your work, give them a few of your cards and ask them to pass them around.



To the future Dingo Contractor,

Dingo Contracting is a solid business concept that is cheaper than a lawn mowing franchise but has great hourly rates and no franchise fees or restrictions on territory. It's your own business. All you need is a Dingo kit, ute or tipper, enthusiasm and the desire to Be Your Own Boss. In fact, it was Dingo contractors back in the 1980's that first proved the Dingo concept that has now revolutionized the way we save on labour.

Dingo is the original mini digger and the brand that your customers will ask for by name. The Dingo is built in Dalby, Queensland for Australian conditions and we have a network of branches around the country to support your business.

We have developed the Dingo concept over the past 25 years to make it the world leader in quality, ability and reliability to cope with the rigors of professional Dingo Contracting. We use the best components, the best technology and the best engines available to make the Dingo the highest quality possible. **We don't skimp on quality.**

If you are going to stake your living on a machine, **you need the best.**

Should you choose to become a professional Dingo Contractor you will not regret your decision to purchase the Worlds Leading Mini Digger.

Welcome to the Dingo family

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See real Dingo Contractor interviews at
www.youtube.com/dingoaustraliamedia

AUSSIE AUSSIE AUSSIE
MADE OWNED PROUD



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