

Happy August 1st

We're now heading downhill towards 2008 – you have only 154 days left in this year to make a difference – to get your urgent and important work done!

Congratulations

LEWIS, Patricia – (PSP-2) – is now Operations Manager - Norriseal, 11122 West Little York, Houston, TX 77041 – Bus – 713-849-1260 – Cell – 281-658-5129 – plewis@norriseal.com.

PEPPER, John – (EMP-6) – is now Vice President North America and Asia, Sales and Marketing – Blackmer, 1809 Century Ave., SW, Grand Rapids, MI 49503-1530 – Bus – 616-248-9270 – pepper@blackmer.com.

PERETZ, Dan – (EMP-15) – is now Vice President of Sales – IPR Automation, 160 Staebler Road, Ann Arbor, MI 48103 – Bus – 734-222-4847 – Cell – 248-763-6042 – dan.peretz@iprautomation.com.

STIMMEL, J. Brad – (IMP) – is now Vice President & General Manager, Southern Region - ASC Construction Equipment, 911 Harris Corners Parkway, Suite 450, Charlotte, NC 28269 – Bus – 919-606-3843 – brad.stimmel@ascvolvo.com.

SWENSON, Scott – (EMP-17) – is now Managing Director of North American Operations and Supply Chain – Heil Trailer International, 500 Randall St. Rhome, TX 76078 – Bus – 817-430-1472 x232 – Cell – 817-832-7455 – sswenson@heiltrailer.com.

Seat Belts & Air Bags

SPRINGER, Randy – (PSP-4) – Sales Account Manager – Defiance Metal Products, 944 By Pass Road, Heber Springs, AR 72543 – 501-362-1919 x5247 – Cell – 501-206-5642 - rspringer@defiancemetal.com was in an automobile accident - a 17 year old boy swerved into Randy's lane. Randy's car was hit head on in the front left. Randy skidded 68 feet and the Chevy Trail Blazer that hit him skidded 267 feet.

Randy received cuts on his head, arm and elbow from his wheel well flying through the windshield – 22 stitches put him back together. The other driver didn't receive a scratch. Randy's admonition – "buckle up everyone!" His life was saved by the seat belt and the air bags. He figured he had only .2 of a second to react – not enough time to avoid the collision. They think the other driver fell asleep.

Seminars in 2007 - 2008

Executive Management Programs

Class 19 - CLOSED

➔ Week 1 – Oct. 22 – 26, 2007 ←

Class 20

➔ Week 1 – Mar. 10 – 14, 2008 ←

Week 2 – Jun. 09 – 13, 2008

Week 3 – Sep. 15 – 19, 2008

Week 4 – Dec. 08 – 12, 2008

Week 5 – Mar. 09 – 13, 2009

There are only four openings left for Class 20. To enroll participants please contact Tom Stevens at (865) 458-3429 or - inmco@mindspring.com.

Class 21

➔ Week 1 – Jun. 23 – 27, 2008 ←

Week 2 – Sep. 08 – 12, 2008

Week 3 – Dec. 15 – 19, 2008

Week 4 – Mar. 23 – 27, 2009

Week 5 – Jun. 08 – 12, 2009

Class 22

➔ Week 1 – Aug. 11 – 15, 2008 ←

Class 23

➔ Week 1 – Oct. 13 – 17, 2008 ←

Professional Sales Programs

Class 7

➔ Week 1 – Nov. 05 – 09, 2007 ←

Week 2 – Feb. 04 - 08, 2008

Week 3 – May 12 – 16, 2008

Week 4 – Aug. 04 – 08, 2008

(Because this program draws on survey feedback from customers and/or distributors, participants must have established customer/distributor relationships.) To enroll participants contact John Barnes at (423) 504-5641 or john@jbarnesconsulting.com.

Class 8

➔ Week 1 – Mar. 03 – 07, 2008 ←

Week 2 – Jun. 16 - 20, 2008

Week 3 – Oct. 27 – 31, 2008

Week 4 – Feb. 16 – 20, 2009

Class 9

➔ Week 1 – Aug. 18 – 22, 2008 ←

Week 2 – Nov. 17 - 21, 2008

Week 3 – Mar. 16 – 20, 2009

Week 4 – Jul. 13 – 17, 2009

Work

Work, we know, is both a burden and a need, both a curse and a blessing. Unemployment, we learned long ago, creates severe psychological disturbances, not because of economic deprivation, but primarily because it undermines one's self-respect. Work is an extension of personality. It is achievement. It is one of the ways a person defines herself or himself, measuring their worth and their humanity. Don't let your self-respect be undermined by being unemployed. Remind yourself that there are other ways to define yourself besides work.

Those who perform love what they're doing. I'm not saying they like everything they do. That's something quite different. Everybody has to do a lot of the routine, there's an enormous amount of the routine. Every great pianist has to do three hours of playing scales each day. And nobody will tell you they love it. You have to do it. It's not fun, but you enjoy it because even after many years you still feel your fingers improving. Pianists have a wonderful expression – "*I practice until I have my life in my fingers!*" And sure, it's a dull routine but you enjoy it.

The same is true of the great managers I've seen in business - they enjoy their work. Their routine is – "*It's got to be done, and I enjoy it because I enjoy my work!*" And that is the difference, I believe, not between mediocrity and performing, but between what is called a "learning organization" – one where the whole organization grows, learns and develops as compared to an organization that nobody misses after five o'clock. Do you truly enjoy your work?

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"Those who consider their work beneath them will be above doing it well." Alexander Chase.

"To crush, to annihilate a person utterly, to inflict on them the most terrible of punishments so that the most ferocious murderer would shudder at it and dread it beforehand, one need only to give them work of an absolutely, completely useless and irrational character." Dostoevsky.

"When work is a pleasure, life is a joy! When work is a duty, life is slavery." Maxim Gorky.

"The best preparation for good work tomorrow is to do good work today. Do your work with your whole heart and you will succeed – there is so little competition." Elbert Hubbard.

"Wurruk is wurruk if ye're paid to do it an it's a pleasure if ye pay to be allowed to do it." Finley Peter Dunne.

John's Jottings

The mundane may be strategic!

Some things we just don't ordinarily like to do. Maybe that's ok; we get somebody else to do it. And that works – sometimes.

Making cold calls is one of those things for many sales men and women. They much prefer to call on established customers, tend their needs, represent them, watch their volume of business grow. They become super customer service people. They justify their actions on the size of that customer's orders and their importance to the company.

Taking care of established customers is important. Growing that customer's book is important – to both the company and the salesperson.

But what happens when something drastic happens to that customer's market? Or to that customer's key people with whom you have been working so well for so many years? Will you be left out? Then what?

Think it can't happen? Consider the U.S. auto-makers. For years they were some of their suppliers best customers. Now with sales greatly reduced and fighting tough competition, the pressure on suppliers to reduce prices is horrendous. If you don't satisfy their demands, you're out. If you do, your company has a harder time meeting its financial requirements.

What must you do to develop a defense against these potential developments? The answer is easy, but the discipline to carry it out is hard. It is this: establish a habit of making some cold calls each week.

Make a target list, i.e., a list of potential customers and/or distributors who work in different markets than your normal customers or distributors. Customers and or distributors that you are not reaching at the present. They are out there – find them.

The list alone is not enough. Begin calling on them. Introduce yourself; find out what their product lines are, what markets they are in, what their competitive distinctives are; understand them. Then begin a dialog on how your company might be able to help them carryout their mission better.

On average it takes 8 to 9 calls to get an order. The average sales person gives up after 3 or 4. Keep calling. It will be the most strategic thing you do.

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