

Happy May 1st

One third of 2010 is behind us. Spring, Summer, Fall and it will be snowing again. Are you ready for winter?

Congratulations

ALP = Advanced Leadership Program

ELD = Enterprise Leadership Development - CommScope

EMP = Executive Management Program

IMP = In-house Management Programs

PSP = Professional Sales Program

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“The way to secure success is to be more anxious about obtaining than about deserving it.” William Hazlitt

“For every person that climbs the ladder of success there are a dozen others waiting for the elevator.”

Nashville, TN - State wildlife biologists aren't sure how three sharks and an octopus turned up recently in Tennessee waters. The sharks, identified as black nose or fine tooth species, were found dead in the Tennessee River in the Decatur County area over a span of nine days. The octopus was found dead last week in Watts Bar Lake near Chattanooga. (*And some of you jumped off the houseboat and swam in the river!*)

Kingsport, TN - Daniel Lee, 22, of Church Hill told the police he was *“bored and didn't have anything else to do.”* Police said Lee walked into an IGA store, wearing nothing but a face mask and ran around the aisles. Officers found Lee in the bathroom of a nearby Hardee's restaurant, where employees said he came in wearing nothing but an orange sweat shirt and asked if anyone could lend him clothes. An employee gave him a pair of athletic shorts. (*See what we do in TN when we have nothing to do!*)

Seminars in 2010**Executive Management Programs****Class 32**

→ Week 1 – Jun. 21 – 25, 2010 ←

Week 2 – Sep. 27 – Oct. 01, 2010

Week 3 – Dec. 13 – 17, 2010

Week 4 – Mar. 07 – 11, 2011

Week 5 – Jun. 13 – 17, 2011

(There are only five openings left in Class 32.)

Class 33

→ Week 1 – Aug. 16 – 20, 2010 ←

Week 2 – Nov. 15 – 19, 2010

Week 3 – Feb. 21 – 25, 2011

Week 4 – May 16 – 20, 2011

Week 5 – Aug. 15 – 19, 2011

Class 34

→ Week 1 – Oct. 18 – 22, 2010 ←

Week 2 – Jan. 24 – 28, 2011

Week 3 – Apr. 11 – 15, 2011

Week 4 – Aug. 08 – 12, 2011

Week 5 – Nov. 07 – 11, 2011

To enroll participants in any EMP class or to obtain detailed information please contact Tom Stevens at 865-458-3429 or email him at – inmco@mindspring.com.

Professional Sales Program**Class Eleven**

→ WEEK 1 – Aug. 02 – 06, 2010 ←

WEEK 2 – Nov. 01 – 05, 2010

WEEK 3 – Mar. 21 – 25, 2011

WEEK 4 – Aug. 15 – 19, 2011

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

Up Coming Seminar Weeks

EMP 30/3 • MAY 17 - 21

EMP 31/2 • JUN 14 – 18

EMP 32/1 • JUN 21 – 25

PSP 10/2 • JUL 19 - 23

ELD 2/5 • JUL 26 – 30

(Hickory, NC)

PSP 11/1 • AUG 2 – 6

EMP 30/4 • AUG 9 – 13

EMP 33/1 • AUG 16 – 20

EMP 28/5 • AUG 23 – 27

EMP 31/3 • SEP 20 – 24

EMP 32/2 • SEP 27 – OCT 1

EMP 34/1 • OCT 18 – 22

Interesting Stuff

Visit Places

An incredible technology that allows you to put in any residence address - (Street number/name, City and State) - and it shows you a digital photo of the actual residence as it looks today. You can walk up and down the street with a cursor shaped like a man and see the neighborhood. Visit where you were born, formerly lived, friends residences, etc.

<http://www.vpike.com/>

ZIP Codes

ZIP Code Information. Visit this site and enter your ZIP Code – it will give you loads of information about your area.

<http://zipskinny.com/>

Executive Management Quiz

1. How long did the Hundred Years War last?
2. Which country makes Panama hats?
3. From which animal do we get catgut?
4. In which month do the Russians celebrate the October Revolution?
5. What is a camel's hair brush made of?
6. The Canary Islands in the Pacific are named after what animal?
7. What was King George VI's first name?
8. What color is a purple Finch?
9. Where are Chinese gooseberries from?
10. What is the color of the black box in a commercial airplane?

Answers will be in the June Newsletter.

1. You cannot legislate the poor into prosperity by legislating the wealthy out of prosperity.
2. What one person receives without working for, another person must work for without receiving.
3. The government cannot give to anybody anything that the government has not first taken from somebody else.
4. When half of the people get the idea that they do not have to work because the other half is going to take care of them, and when the other half gets the idea that it does no good to work because somebody else is going to get what they work for, that is the beginning of the end of any nation.
5. You cannot multiply wealth by dividing it.

"Curiosity is one of the permanent and certain characteristics of a vigorous intellect." Samuel Johnson

"A person should live if only to satisfy their curiosity."

John's Jottings

Prospecting II - Thoughts on How-to's

Last month we wrote that responsibility for prospecting is a shared responsibility between senior management and the sales force. This month we will suggest how to divide this responsibility between management and sales personnel.

Senior management - 1. determines the industries that the company will serve – 2. develops the general strategy for gaining a presence in the selected industries - 3. provides the necessary funding.

Deciding the industry or industries is key. Most companies are generally *NOT* starting from scratch in this area. Your company already has one or more industries and companies with which you are already established. You strengthen your presence by participating in trade shows, writing articles for and advertising in trade journals, setting up and building web sites, establishing Youtube and Facebook listings, twitter lists, LinkedIn listings, and/or calling on and supporting your key customers. Chances are good that you currently are doing three or more of these activities. Financial support for these activities should already in your budget.

Next - ask your self what industries may be complementary to those we are already in. If you were to decide to expand into another industry, *which one would it be?* Alternatively, brainstorm on industries that are counter-cyclical to those you are currently in. If you were to pick one of these, *which one would it be?* Or, you may decide to penetrate a completely new industry that you haven't been in before and one that has no connection with those you are currently in but do use the types of products you manufacture. If you were to choose to enter one of these, *which one would it be?*

You will likely be making a significant financial investment, so think carefully about economic characteristics of the industries you are considering. Do the companies that interest you generally develop good margins? Can they afford to buy your product? Will they likely pay for it – on time? Remember, it takes just as much time to develop a presence in a "profitable" industry as in a "marginal" one, so consider where you are likely to get the better return on your investment of both time and dollars.

The next step is how to plan your entry. Will you start by enrolling in national/regional trade shows for that industry? Will you start by developing advertising for that industry's trade journal? Will you buy a list of companies that make up that industry and do target mailings, emailing, or telephone campaigns? Will you do all of these? Design your strategy with the intention of being successful.

The third general step is to estimate the cost to execute your strategy. Trade shows are one magnitude of costs - advertising is yet another - and the purchase and use of various lists is another option. To these must be added the cost of committing personnel and the necessary expenses to support them.

Next month - responsibilities of the sales force.

Choice

Remember the cartoon character Pogo? His famous line – “We have met the enemy and they are us!” Those of you that read the last page of the March newsletter will remember my “Practicing Political Processes.” Well, I am back at it again. As I survey the economic problems, including the deficit, I am becoming convinced that the problem is US.

I have come to believe that CHOICE is the culprit. We are used to having choices and it is ruining the economy and even our well-being. Let me explain. When you purchase an automobile, you are faced with numerous choices – make, model, color, interior, accessories, etc. Because we demand CHOICE, it raises the price of the automobile. SO-LUTION – all Congress would have to do is pass a law making CHOICE illegal. This bill could probably be contained in one paragraph. How will this help?

The government would nationalize the automobile industry and set up a Department of Automobiles – a Cabinet position. There would then be only one automobile – we’ll call it the “GMobile” – Government Mobile. All cars would be one color. All cars would have the same horsepower. All accessories would be identical. All cars would cost the same. Think of the savings there would be in money. No need to advertise. No need to have fancy show rooms. No need to compete with accessories, colors, models horsepower, etc. It is my opinion that the cost of a “GMobile” would be at least 70% lower than today’s prices. Therefore, more “GMobiles” would be sold. As a citizen, you would not have to waste your time worrying about the many choices you would have to make. Your stress level would be reduced which would also save health care costs. There would be no need to try to outdo your neighbor in the type, color, speed, etc. of your new car.

As I think about it – making CHOICE illegal would solve many other problems. Look in your closet. I’ll bet you have all types, styles, colors, etc. of clothing. Look at the money that is spent by clothing manufacturers to get you to buy their brands. Simple solution – establish a Department of Clothing – a cabinet level position. There would be only two types or styles of clothing. One for work and one for non-work. All the same color and style. The cost of clothing would be reduced by at least 70%.

Some of our schools are requiring that students wear a uniform – they see that CHOICE is detrimental to the well being and education of their students. When will we adults learn the same lesson? If we make CHOICE illegal, everyone would have more money to spend.

Stay with me on this. The same goes for housing. Why do contractors have to build all kinds of houses? Why not one, two, three, etc. bedroom homes available depending on how many children you have. All homes would be the same style, color, interior, etc. The government could also handle the mortgages on your homes. I am convinced that the cost of housing would be reduced by at least 75%. Think of it – everyone could afford a home. Because the cost of housing would be so low, the government could afford to give anyone without a job a home.

Try an experiment this week. When you go shopping look at everything that requires you to choose between one product and another. In your supermarket – 84 brands of breakfast food – you really need only one. Everything in your supermarket requires a choice of some sort – this is costly and unnecessary. Do you see how CHOICE is costing us money and is unnecessary! Do you see how your mental health is being affected by having to choose between so many different things?

Some of you are probably saying – “won’t this do away with jobs?” Nothing could be further from the truth. These new Government Departments would have to be staffed. We would need many CHOICE Inspectors just to make sure no one cheats and tries to vary the prescribed clothing, automobiles, houses, etc. With all their extra money, people could buy more things. Additionally, there would be more available money to tax so the government could do many more things for us.

Why do we need different airlines? Different brands of gasoline? Different candy bars, bread, soup, beer, music, TV channels, magazines, etc? CHOICE is the enemy of the people and is keeping us from flourishing as a nation. In fact, an “Anti-Choice Department” – cabinet level - could be established to think of every way government could relieve us of having to make choices by ourselves.

The major and most important benefit of all – with everything the same, individuals would have to excel in their work in order to be different. Think of the utopia – everyone working hard at their job and relieved of the time consuming task of making CHOICES!

Remember – Congress and certain political officers would be exempted from this law so that they can suffer with having to make choices. This will keep them humble and remind them of all the great things they have done for everyone else! You know, I’m warming up to this politics idea – once you understand the possibilities the sky’s the limit. Can I count on your vote? As I wrote that last sentence, I realized I am forcing you to make a CHOICE. No problem – the Department of Political Candidates would be established – cabinet level. They would simply decide who should be in office – you would not have to decide. Think of how much money we would save by doing away with elections. This does not count the money saved by candidate not having to spend money to get elected. What a magnificent plan. Now all we have to do is decide how to spend all this extra money we will have!!! But wait – perhaps this calls for a Department of Choices – a cabinet position, of course!

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“An election year is when all the Democrats and all the Republicans devote their time trying to save the country from each other.”

“All political candidates campaign for better education. Once they are elected we see why they need it.”

“An election is a system that allows us to decide which politicians we prefer to mess things up for us.”

“Ours is no longer a government of checks and balances but a government of checks and deficits.”
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