

# BCS/INM NEWSLETTER

Vol. 6 – Number 9

BCS – John Barnes • INM – Tom Stevens

September 1, 2011

## Happy September 1<sup>st</sup>

We're getting closer to 2012. 244 days completed with only 121 days until the end of the year. September begins on the same day of the week as December every year. There are 91 days separating September and December, which is a multiple of seven (the number of days in the week.) No other month ends on the same day of the week as September in any year. (Trivia facts.)

## Congratulations

**"If it is to be – it is up to me!"**

ALP = Advanced Leadership Program

CLP = CommScope Leadership Program

ELD = Enterprise Leadership Development - CommScope

EMP = Executive Management Program

IMP = In-house Management Programs

MCG = Managing Change Workshops

PSP = Professional Sales Program

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ROTH, Joe – (EMP-22) is now Senior Product Engineer - OPW Engineered Systems, 2726 Henkle Dr., Lebanon, OH 45036 - Bus – 513-696-1520 - Cell – 513-305-9503 - [jroth@opw-es.com](mailto:jroth@opw-es.com).

## Sadness

LATKA, Walter – (ALP-03) passed away August 6 after a short battle with cancer. Walt was 58 and celebrated his 38<sup>th</sup> anniversary at OPW Fuel Management Systems this past June. He leaves his wife Debbie and son Phil. Walt was the Engineering Project Manager at OPW FMS.

## Correction

The August newsletter listed the wrong address and business phone for Robert Pitera. Here is the correction.

PITERA, Robert – (EMP-15) is now Director of Research & Development - DE-STA-CO, 1025 Doris Road, Auburn Hills, MI 48326 - Bus – 248-836-6703 - Cell – 734-891-7955 [rpitera@destaco.com](mailto:rpitera@destaco.com).

## The English Language

- They were too close to the door to close it.
- The buck does funny things when the does are present.
- A seamstress and a sewer fell down into a sewer line.
- To help with planting, the farmer taught his sow to sow.
- The wind was too strong to wind the sail.
- Upon seeing the tear in the painting I shed a tear.
- I had to subject the subject to a series of tests.
- How can I intimate this to my most intimate friend?

## Seminars in 2011 & 2012

### Executive Management Programs

#### Class 38

- ▶ Week 1 – Sep. 19 – 23, 2011 ◀
- Week 2 – Dec. 12 – 16, 2011
- Week 3 – Mar. 12 – 16, 2012
- Week 4 – Jun. 25 – 29, 2012
- Week 5 – Sep. 10 – 14, 2012

#### Class 39

- ▶ Week 1 – Jan. 23 – 27, 2012 ◀
- Week 2 – Apr. 16 – 20, 2012
- Week 3 – Jul. 16 – 20, 2012
- Week 4 – Oct. 15 – 19, 2012
- Week 5 – Jan. 21 – 25, 2013

#### Class 40

- ▶ Week 1 – Mar. 19 – 23, 2012 ◀
- Week 2 – Jun. 11 – 15, 2012
- Week 3 – Sep. 17 – 21, 2012
- Week 4 – Dec. 10 – 14, 2012
- Week 5 – Mar. 18 – 22, 2013

#### Class 41

- ▶ Week 1 – Jul. 23 – 27, 2012 ◀
- Week 2 – Oct. 22 – 26, 2012
- Week 3 – Feb. 18 – 22, 2013
- Week 4 – May 20 – 24, 2013
- Week 5 – Aug. 12 – 16, 2013

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](mailto:inmco@mindspring.com).

## Chronological Calendar – 2011 - 2012

EMP 38/1 – SEP 19 – 23  
EMP 35/4 – OCT 17 – 21  
EMP 37/2 – OCT 24 – 28  
PSP 11/3 – OCT 31 – NOV 4  
EMP 34/5 – NOV 7 - 11  
EMP 36/3 – NOV 14 - 18  
EMP 38/2 – DEC 12 – 16

### 2012

EMP 35/5 – JAN 16 – 20  
EMP 39/1 – JAN 23 – 27  
EMP 36/4 – FEB 6 – 10  
EMP 37/3 – FEB 20 – 24  
PSP 11/4 – MAR 5 – 9  
EMP 38/3 – MAR 12 – 16  
EMP 40/1 – MAR 19 – 23  
EMP 39/2 – APR 16 – 20  
EMP 37/4 – MAY 7 - 11  
EMP 36/5 – MAY 21 - 25  
EMP 40/2 – JUN 11 - 15  
EMP 38/4 – JUN 25 - 29  
EMP 39/3 – JUL 16 - 20  
EMP 41/1 – JUL 23 - 27  
EMP 37/5 – AUG 6-10

## Steven's Statement

### Need Your Help

One of our grandsons visited over the 4<sup>th</sup> of July. I asked him. "How's work?" "Boring," was his one word reply. This came as a surprise and a shock.

He is one of 88 District Reps for his company. He has worked for them since graduating from college. He is 26 years old and the other 87 District Rep's are all over 40. He is single. In 2010, he was DR of the quarter for all four quarters and DR of the year in 2010. The company ran five major contests in 2010 – he won three of the five and came in second in the other two. (Contest rewards were cash, trips, plane tickets, etc.) He has been DR of the quarter for the first two quarters of 2011 and so far, he has won both 2011 contests. He is ahead of plan for 2011 by 124%. At age 26, he has a five-figure income - and work is "BORING!"

I asked him about his friends - "How do they feel about work?" His reply, "It's boring for them." He admitted that he was earning two and sometimes three times more money than his friends – but work was still – "borlNG." I asked him if he knew anyone who was not bored by their work. He replied, "You."

This got me to thinking. Is work boring for most people? If so, why? How about you? Is your work exciting? Can you hardly wait to get to work in the morning? Or do you count the hours and minutes until the weekend?

Here is how I need your help. How do you, your supervisor, and your company battle boredom? What do you or others do to combat boredom in the workplace? Does it even matter? Should anyone even be concerned? I would appreciate your sending me your ideas and opinions.

My grandson was correct – I love what I do. Is this because I am older or I own the company? As I thought about it, I came to the following conclusion. Since 1980, I have been doing the same thing – management seminars. The material doesn't change much – it is blocking and tackling. What does change are the participants and quite frequently new client companies. Every class is different. The participants are different. Does this mean that for work to be exciting it has to change frequently? Is it exciting only when there is a crisis, turmoil and/or change?

Are the younger generations so used to change and excitement that work no longer is appealing? Do we go to automobile races to see the crashes – hockey games to see the fights – golf matches to see the ball hit into the water or bunkers? Is TV news interesting only when we can witness death and destruction? What you think? Is work supposed to be exciting work?

"Most people spend most of their days doing what they do not want to do in order to earn the right, at times, to do what they may desire." John Mason Brown.

"One of the saddest things is that the only thing people can do for eight hours a day, day after day, is work. You can't eat eight hours a day nor drink for eight hours a day nor make love." William Faulkner

## John's Jottings

What is the purpose of your business? Make a profit? Let's try that out and see how it sounds. "Mr. Stevens, my name is John Barnes. The reason I'm here is to see if I can't make a little profit for my company, and at the same time, put a little commission in my pocket."

That doesn't do it, does it? The only real problem with this is the answer confuses "objective" of business with the "purpose" of the business.

"So what," you ask. "What difference does this distinction make?" The answer is, "All the difference in the world." It frames the context of our selling activities. People buy for their reasons, not our reasons.

The purpose of any business is to solve the problems and satisfy the needs of its customers. If a business is successful in identifying and solving its customers' problems and identifying and satisfying its customers' needs, it will make a profit. The focus is on the customer, not the selling company.

How are your sales? Have they slowed? Not growing as fast? Need an idea for growing sales?

Try this - on a sheet of paper jot down a list of the problems your company is capable of solving. Write down your thoughts.

When you are finished, proceed to this question - In terms of the top three products or services we sell—just exactly what sort of problems do they solve? Write them down.

Then, answer this question - What kind of problems am I, as a representative of my company, capable of solving for my customers? Write them down.

Consider the answers. I bet you will be surprised, maybe even amazed at how many of these solutions even your good customers are unaware of. They only look to you for a much more limited list of problems or needs.

Implication - focus your selling efforts on listening for your customers' problems and "issues." Ask discovery-type questions - e.g., what problems do you have with...?

Now, let's focus for a minute on the customer side of the transaction.

People buy for business reasons and for personal reasons. Buyers are generally aware of the problems their company has and they assume that your products and representatives are capable. But they may prefer buying from your competitor for personal reasons.

They may gain recognition, look smarter, gain approval of their supervisor by buying from one of your competitors. Or, your competitor may enable them to come across as an expert. Or procure a short-term improvement in their company's bottom line, qualify for a bonus or some other recognition.

The professional sales person keeps this principle clearly in mind and focuses on both the task side of the transaction and the relationship aspect of the sale. They know customers buy for their reasons, both business and personal.

## The Gingham Dress

A lady in a faded gingham dress and her husband, dressed in a homespun threadbare suit, stepped off the train in Boston, Massachusetts and proceeded to the office of the President of Harvard University. The secretary could tell in a moment that such backwoods, country hicks had no business at Harvard.

"*We'd like to see the president,*" the man said softly. "*He'll be busy all day,*" the secretary snapped. "*We'll wait,*" the lady replied. For hours the secretary ignored them, hoping that the couple would finally become discouraged and go away. They didn't, and the secretary grew frustrated and finally decided to disturb the president, even though it was a chore she always dreaded.

"*Maybe if you see them for a few minutes, they'll leave,*" she said. He sighed and nodded. Someone of his importance obviously didn't have the time to spend with them, and he detested gingham dresses and homespun suits cluttering up his outer office. The president, stern faced and with dignity, strutted toward the couple.

The lady told him, "*We had a son who attended Harvard for one year. He loved Harvard and he was happy here. About a year ago, he was accidentally killed. My husband and I would like to erect a memorial to him on campus.*"

The president wasn't touched. He was shocked. "*Madam,*" he said, gruffly, "*We can't put up a statue for every person who attended Harvard and died. If we did, this place would look like a cemetery.*" "*Oh, no,*" the lady explained quickly. "*We don't want to erect a statue. We thought we would like to give a building to Harvard.*"

The president rolled his eyes. He glanced at the gingham dress and homespun suit, and then exclaimed, "*A building. Do you have any earthly idea how much a building costs? We have over seven and a half million dollars in the physical buildings here at Harvard.*" For a moment, the lady was silent. The president was pleased. Maybe he could get rid of them now.

The lady turned to her husband and said quietly, "*Is that all it costs to start a university? Why don't we just start our own?*" Her husband nodded. The president's face wilted in confusion and bewilderment. Mr. and Mrs. Leland Stanford got up and walked away, traveled to Palo Alto, California where they established the university that bears their son's name, Stanford University, a memorial to a son that Harvard no longer cared about.

You can easily judge the character of others by how they treat those who they think can do nothing for them. A true story by Malcolm Forbes

## 56 years ago

The following comments were made in the year 1955! That's only 56 years ago. Imagine what things are going to be like 56 years from now in 2067!

- "If cigarettes keep going up in price, I'm going to quit - 20 cents a pack is ridiculous."
- "Drive-in restaurants are convenient in nice weather, but I seriously doubt they will ever catch on."

- "Did you hear the post office is going to charge 7 cents just to mail a letter and also cancel the penny postcard?"
- "When I first started driving, who would have thought gasoline would someday cost 25 cents a gallon?"
- "I heard some scientists think it's possible to put a man on the moon by the end of the century - ridiculous."
- "Did you see where some baseball player signed a contract for \$50,000 a year just to play ball?"
- "I never thought I'd see the day all our kitchen appliances would be electric. They are even making electric typewriters now."
- "I'm afraid the Volkswagen car is going to open the door to a whole lot of foreign business."
- "There's no sense going on short weekend trips anymore. It costs nearly \$2.00 a night to stay in a hotel."
- "No one can afford to be sick anymore. At \$15.00 a day in the hospital, it's too rich for my blood."
- "30 cents for a hair cut, forget it."

## Bubba's Loan

His name was Bubba - he was from Tennessee - he needed a loan. He walked into a bank in New York City and asked for the loan officer. He told the loan officer that he was going to Paris for an international redneck festival for two weeks and needed to borrow \$5,000. He also pointed out that he was not a depositor of the bank. The loan officer noted that Bubba was wearing what would be considered his "*Sunday go to meeting*" clothes - bib overalls, U of TN sweatshirt and ball cap and formal black flip-flops.

The bank officer told him that the bank would need some form of security for the loan, so the redneck handed over the keys to a new Ferrari. The car was parked on the street in front of the bank. The redneck produced the title and everything checked out. Bubba did own the Ferrari and it was paid for. The loan officer agreed to hold the car as collateral for the loan and apologized for having to charge 12% interest.

Later, the bank's president and its officers all enjoyed a good laugh at the redneck from the south for using a \$250,000 Ferrari as collateral for a \$5,000 loan. An employee of the bank then drove the Ferrari into the bank's private underground garage and parked it.

Two weeks later, the redneck returned, repaid the \$5,000 and the interest of \$23.07. The loan officer said, "*Sir, we are very happy to have had your business, and this transaction has worked out very nicely. However, we are a little puzzled. While you were away, we checked you out on Dun & Bradstreet and found that you are a Distinguished Alumni from the University of Tennessee, a highly sophisticated investor and multi-millionaire with real estate and financial interests all over the world. What puzzles us is, why would you need to borrow \$5,000?*"

The good 'ole boy replied, "*Where else in New York City could I park my car for two weeks for only \$23.07 and expect it to be there when I returned?*"