

Improving Results

July 2011

Volume 8 Issue 7

By Facing Our Challenges, We Discover Our Potential

STRATEGIC SOLUTIONS 510-432-7596

Qualities Of A Sales Professional

Studies have shown that outstanding salespeople share certain traits, whether they run their own business or work for someone else.

According to Jim Cathcart, author of *Relationship Selling: The Key to Getting and Keeping Customers*, whether people are professionals isn't determined by the business they are in, but by the way they are in business.

Sales professionals:

- ✓ Are committed to the success of their clients' businesses, as well as their own.
- ✓ Have clearly stated business and life goals.
- ✓ Take time to educate themselves, and are always open to learning how to improve their sales skills.
- ✓ Spend spare time in sales-related activities, whether within their industry or contributing to other entrepreneurs.
- ✓ Take personal responsibility for both their successes and failures, rather than blaming others for any setbacks.
- ✓ Keep track of their progress, including accurate records of conversations with clients and appropriate follow-up times, as well as their level of activity during each step of the sales process.
- ✓ Are determined and persistent, and don't let anything discourage or slow them down. ♦



INSIDE THIS ISSUE

- ◆ *Qualities of a Sales Professional*
- ◆ *Technology Sector Fueled by Optimism*
- ◆ *One Minute Ideas*

All articles, quotes, and material in this newsletter are copyrighted. © 2011. No part can be reproduced in any form without specific written consent from SA and copyright holder(s). All rights reserved worldwide.

Technology Sector Fueled By Optimism

Technology is everywhere you look and no matter which business sector you are a part of, technology is one of the driving forces behind the success of your business. In 2011, the technology sector is forecasted to show **one of the largest comebacks** from the ill-fated U.S. economy. This has many CFO's talking about the future of their own businesses and how technology will play a role in their own comebacks.

Investments in the technology sector are speculated to rise as are the number of employment opportunities in the field. CFO's in the technology sector are predicting a 9% increase in full-time job openings in their industry. The 9% increase would steadily contribute to the overall 3 million jobs projected to hit markets in 2011.



Where is Technology Happening?

This may come as a surprise to some, but Washington D.C. seems to be attracting those from near and far with a stake in the technology industry. Seasoned professionals set the stage in the 90's by establishing home bases for AOL and Network Solutions in the area. Younger generations moving up the technology minded ladder are steadily following suit.

What sets Washington D.C. apart from other popular technological centers around the United States?

As new generations, firms, and companies both large and small are taking over the area, they are bringing with them entrepreneurial skills and an increase in venture capital dollar investments.

Five major components are turning Washington D.C. into the heart of technology based companies.

Continued on page two – Technology Sector



One Minute Ideas

Behaviors For Success

Busy professionals, with a strong desire to achieve, sometimes even fall into slumps which can destroy creative drive. Do your best to avoid these slumps by accepting that you cannot do everything. Delegate responsibilities to others qualified to perform the task. They should share your goals for success.

- **Be a lifetime learner** – Don't assume you've learned all you need to know. Have a plan for personal growth and work on challenging goals in all areas of your life.
- **Be proactive** – Solve problems before they occur. Carefully plan procedures to prevent problems and proper handling in the event they do happen.
- **Communicate your goals** – And let others know how they can help you achieve them. Listen carefully to information they provide you.

"The best way to escape from a problem is to solve it."

~ Alan Saporita



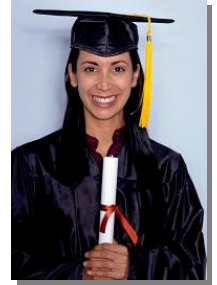
Hank Sullivan is President of Strategic Solutions in Hayward, CA and a Nationally Certified Business Coach. He provides processes to assist individuals and businesses in improving results. He concentrates on leadership development/coaching in areas such as Management, Sales, Customer Service, and Strategic Thinking and Business Planning. In addition, he offers a program for youth leadership called America's Rising Stars.

Strategic Solutions
25985 Clausen Ct.
Hayward, CA 94541
(510) 432-7596
hsullivan@stratsolutions.net

Continued from page one – **Technology Sector**

- Ranked 8th in the nation when it comes to venture capital dollars being invested.
- Ranked 6th in the nation when it comes to venture capital dollars being invested in Information Technology.
- Experts in technology including developers and engineers call Washington D.C. home. Many technological experts migrated to the area to develop and test different technological products for the United States military. Many have chosen to remain in the area and branch out in both the private and public sectors.
- Employment is on the rise in the area. Job seekers are flocking to the area and are finding employment opportunities that are not available elsewhere.
- Visibility is greater in the D.C. area than in other large hubs like New York and Chicago. Businesses are receiving more exposure and are being rewarded financially by investors supplying dollars and the media providing a spotlight to get these businesses noticed.

A Spike in Salary – For years, recent college grads have struggled to find employment upon emerging from college with a four year degree. Many businesses were not hiring and if they were, they were not offering a substantial salary.



College graduates entering into the field of technology now have something to look forward too, especially those with engineering degrees in their pockets. According to the National Association of Colleges and Employers (NACE) who conducted a survey amongst employers, the average job salary being offered to college graduates is on the rise. Starting salaries are expected to average about \$50,034 which is up 3.5% from 2010.

The average beginning salary being offered for electrical engineers starts around \$61, 690. In comparison to last year, the average salary jumped 4.4%. It has been proposed that a 3.8% spike in mechanical engineers will be hired this year as opposed to last and with an average starting salary at around \$60,598.

What This All Means – Even amidst a still shaky economy, businesses are expected to recover. Employers are continuing to visibly show their optimism for a comeback in 2011 in the technology sector by expanding their businesses, creating more jobs and hiring additional employees. Investors have jumped onboard the bandwagon and are slowly but surely beginning to reinvest money in the industry. ♦

~ Written for us by our associate Gary Sorrell, Sorrell Associates, LLC. Copyright protected worldwide. All rights reserved.

"Technology is dominated by two types of people: those who understand what they do not manage, and those who manage what they do not understand."

~ Putt's Law

