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Improving Results Newsletter

June 2016

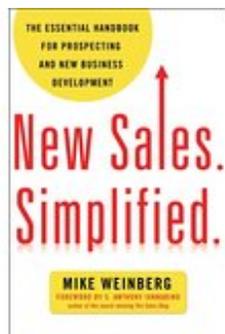


Greetings!

It is that time of year that our thoughts go to the outdoors. Camping, vacationing, beaches, mountains, golfing and many more outdoor activities. The days are longer and the weather is better which says it's time to play. It has been proven that relaxing does allow us the chance to be healthier and ultimately more productive. In a recent article in Business World Daily, it stated Companies trying to increase productivity should offer their employees more wellness programs. So take advantage of the great weather ahead to become more healthy and in turn more productive at work.



Hank Sullivan



Book of the Month June

2016

New Sales Simplified by Mike Weinberg

No matter how much repeat business you get from loyal customers, the lifeblood of your business is a constant flow of new accounts. Whether you're a sales rep, sales manager, or a professional services executive, if you are expected to bring in new business, you need a proven formula for prospecting, developing, and closing deals. *New Sales Simplified* is the answer. You'll learn how to:

- * Identify a strategic, finite, workable list of genuine prospects
- * Draft a compelling, customer-focused "sales story"
- * Perfect the proactive telephone call to get face-to-face with more prospects
- * Use email, voicemail, and social media to your advantage
- * Overcome-even prevent-every buyer's anti-salesperson reflex
- * Build rapport, because people buy from people they like and trust
- * Prepare for and structure a winning sales call
- * Stop presenting and start dialoguing with buyers
- * Make time in your calendar for business development activities
- * And much more

Packed with examples and anecdotes, *New Sales. Simplified.* balances a blunt (and often funny) look at what most salespeople and executives do wrong with an easy-to-follow plan for ramping up new business starting today.

[New Sales Simplified](#)

Three Strategies For Winning That Big Promotion



Most of us have been in a situation where we've seen someone in our workplace get a promotion that we were hoping to earn. Maybe they have worked for the company for a less amount of time than you have, or possibly you feel that they aren't as deserving of the promotion because you are better qualified for the job. Either way, you don't think that they should have been awarded the promotion.

How did they get noticed enough to receive the promotion?

Here are some things that you can do to stand out and finally win that big promotion.

Don't be the Lemming and Follow Your Peers

You won't stand out in your job if you just follow the crowd. Performing at the same level of everyone around you will not cause you to be chosen for a promotion. Unfortunately, even if you are the best in your group, you may not have shown yourself as an outstanding individual. In order to get the promotion you desire, you will have to come up with ways to separate yourself from those around you and break away from following what your peers are doing. When those around you are constantly complaining about their jobs, separate yourself from that negativity and set your mind on productive efforts for your job. Adopt the mindset right now of being a leader in your company and do not fall into the pack of lemmings.

Find a Project to Take On

If you really want to stand out in your position, you should find a project that you can do that is outside of your assigned tasks. When you take initiative to do work that is not normally a part of your job, it will give a great impression on those in positions above you. This shows that you have the leadership qualities that will be vital to the company when they award you a big promotion.

Step Outside of Your Comfort Zone

In order to have notice taken of you in your company, it is important that you step outside of your comfort zone. It is easy to get comfortable in your tasks and people you spend time with. Instead of doing the same things in your company that you have always done, it is time to make relationships with people you wouldn't normally approach, and take on tasks that aren't part of your wheel house. When you break free from the mold, those in leadership over you will see your abilities more clearly.

Just be sure to stay patient in the process and don't get discouraged. If you always make yourself stand out by taking on new tasks and making new relationships with others, then when the opportunity for promotion comes along, you will be taken seriously.

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[Strategic Solutions](#)



Five Ways To Keep Your Interview Bias-Free

Interviewing takes a lot of time and effort. One thing that may be helpful in keeping interviews bias-free is using this 5 step process.

1. List of questions

Create a list of questions that you ask each interviewee. Why? You'll be able to compare your candidates "apples to apples" if you ask the same questions. Remember, the goal is have bias-free interviews and this will ensure that happens.

2. Note taking

Be sure you have their resume handy and feel free to scribble down info that stands out to you as your interviewee speaks. You'll not remember as much as you think. Plus, if you conduct numerous interviews of the same questions, they will begin to run together.

3. Comparison chart

Don't skip this step! Make a chart of the key characteristics you want in a new employee. Then place your top candidates into the chart based on whether they qualify for each area.

4. Explain your decision

After you have interviewed, taken notes and used a comparison chart you need to make a decision. Which candidate is right for the role? You'll need to be able to explain your decision and maybe even justify it to others in the company.

5. Second interview

Once you are able to explain your decision, ask someone else in the company to do a second interview of your top candidates. You want to make an unbiased interview decision, so involving someone else is a good way to ensure that two heads are better than one and you can discuss the candidates together after the second round of interviews.

Putting a process in place will help you to be more bias-free during your company's interview process. Making a list of questions, taking notes, comparing candidates, justification and a second interview are essential to getting an interview standard in place.

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One Minute Idea

Self-Esteem At Work

Whether for yourself or others, working to enhance self-esteem is always worthwhile. Here are five ways to motivate people whose self-esteem is not high:

1. Set goals with a clear payoff. Provide a payoff and a reward to encourage people to work further.
 2. Don't blame individuals for problems. Show them how to overcome external problems and help them differentiate the external issues from their own competence.
 3. Be supportive. People need to be part of a team and feel accepted. Create a positive work environment.
 4. Minimize conflicts and ambiguity. These create stress and keep workers from striving for more.
 5. Set goals carefully and give people proper training for tasks.
- Source: Self-Esteem and Work, by Dr. Joel Brockner



Legal Advise

Do you have a business lawyer? If not I strongly advise that you get one. Each month I am going to provide you a link to **Eric Samuels** of the finest Business Lawyers that I know. His newsletter will help you stay on top of issues that you should be aware of to avoid legal troubles in your business. Please contact him if you want additional information.

[Click Here to link to :Legal News](#)

About Us

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
email: hsullivan@stratsolutions.net
phone: 510/432/7596
web: <http://www.stratsolutions.net>