

Improving Results

April 2008

Volume 5 Issue 4

By Facing Our Challenges, We Discover Our Potential

STRATEGIC SOLUTIONS 510-432-7596

The Top 10 Actions To Building A Stronger Sales Team

- 1) **Clear communication.** Use the KISS (*Keep It Short and Simple*) method – it does not have to be complicated to out line exactly what is expected of them daily, weekly, monthly and quarterly.
- 2) **Motivate your current sales team with incentives,** rewards and, most importantly, acknowledgements of a job well done. In many of my interviews with dissatisfied sales professionals they lament the fact that their achievements are not noticed nor seem to matter.
- 3) **Praise in public,** criticize in private.
- 4) **Promote from within.** Nothing motivates current sales team members more than knowing they, too, can be promoted when they prove themselves worthy.
- 5) **Be accessible.** Having a manager actually listen and be available may make the difference to that sales rep as to whether they close or lose the sale.



Continued on page two – Sales

INSIDE THIS ISSUE

Top 10 Actions to Building a Stronger Sales Team

Alert Supervisors to little known 'Association-Bias' Law

One Minute Ideas

Increase Your Sales & Profits by Increasing Customer Loyalty

Alert Supervisors To Little Known 'Association-Bias' Law

By now, your supervisors know it's illegal to discriminate against someone because of his or her disability. But do they also know about a less-obvious part of the ADA that makes it illegal to discriminate against people because they have an association with a person who has a disability.

For example, you can't refuse to hire someone because of an unfounded fear that the person will be excessively absent or unproductive because they need to care for a disabled child. The ADA's association provision covers hiring, firing and other terms and conditions of employment. *Other examples of discriminatory actions:*



- ◆ Firing or refusing to hire someone based on concerns that the person will acquire a condition from a family member or friend
- ◆ Refusing to provide health insurance for an employee's family member with a disability when you generally provide health insurance for employee dependents
- ◆ Harassing someone based on the individual's association with a person with a disability
- ◆ Firing, refusing to hire or denying benefits to someone because of concern that the organization's image will be hurt by an employee's association with individuals with disabilities (*Example:* Discriminating against an employee who provides volunteer services for AIDS patients.)

Note: The EEOC has published a Q&A fact sheet that explains this ADA provision. Read a copy of it at www.eeoc.gov/facts/association_ada.html

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ONE MINUTE IDEAS

Spot That E-Mail Virus

In case your anti-virus program doesn't catch every E-Mail based Internet worm, try the following tip to be warned if you are infected: Add a fake E-Mail address in your address book and name it with an obvious name (like "virus alert") If you get infected, the message sent by the worm to that invalid E-Mail account will bounce back to you and you'll see the bounced message warning.

"Few of us ever test our powers of deduction, except when filling out an income tax form."

— Laurence J. Peter, author

"People who complain about taxes can be divided into two classes: men and women."

— Unknown



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Continued from page one – *Sales*

- 6) **Assign mentors to new hires.** A seasoned sales rep can help the new hire avoid the rookie mistakes and accelerate his/her ramp-up time.
- 7) **Offer training consistently throughout the year** to your sales team. Always keep sharpening the saw.
- 8) **Have a book of the month** that all read and discuss. Hundreds of excellent books exist that relate to selling and business success.
- 9) **Build your bench.** If you see top talent from your competitors in the field, begin a relationship with them so you can contact them when you have an opening. It's not IF you will have an opening – it's when. People get promoted, move, quit or are fired.
- 10) **Continue your relationship with your external recruiter.** When all internal efforts are exhausted, or you need professional help hiring top talent, you'll have an ally ready to go to work for you.



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Increase Your Sales & Profits by Increasing Customer Loyalty

During this new decade of service-oriented industry, a mastery of *Customer Loyalty* can mean the difference between success and failure. The corporate trend of raising *Customer Loyalty* is an art form, treating service as a product that needs to be learned inside and out, and marketing service to customers as vigorously as if it were a direct revenue producer. Unfortunately in many companies, the customer has become a low priority. When people are not treated according to their expectations, they take their business elsewhere. What's more, they usually relate their bad experiences to as many as ten other people. On the other hand, the rewards for exceeding customer expectations are plentiful. That's good news for businesses who strive to offer the ultimate in *Customer Service* which will translate into *Customer Loyalty* and *Increased Profits*.



The question then becomes not whether to improve your company's service standard, but how. Excellence in *Customer Loyalty* pays off on the bottom line by dramatically influencing customer behavior through a dynamic, results-oriented process. If you want to learn how you can improve your customer loyalty, contact Strategic Solutions at 510-432-7596.

Patience and perseverance have a magical effect before which difficulties disappear and obstacles vanish.

— John Quincy Adams

