



## Silver Bullets for Business Growth



*Providing unusually creative solutions to difficult marketing & sales challenges, based on experience with companies in over 50 different industries.*

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Our economy continues to boom with the resiliency of the consumer's buying confidence. While good news to most business owners, there are still the pressures of finding good quality employees, especially ones who will stay and take over the business some day.

While I can't be your recruiter I can be your coach and suggest that you look at what you are doing for your current employees. Ask yourself these questions:

- ✓ Have you provided helpful training during the past 18 months for your key people to be better at their job?
- ✓ Have you shared your business growth ideas with all your employees?
- ✓ Have you held a weekend retreat with your management staff and asked them to talk more than you?
- ✓ Have you given objective assessment tests to your key people?
- ✓ Have you hired a business coach? Why not?

Running a business is hard with most of us learning through the "school of hard knocks." As a 30 year veteran I'm here to suggest you ask yourself if you are truly leveraging all the assets you have at hand – now. I didn't do that in my first business and suffered for it. So, reach out and ask for help. It is not a sign of weakness.

## Tips for Building More Excitement among Employees

A national study indicated that the average employee works at about 55% of their capability. Reasons are numerous: don't feel boss cares, don't have proper training, don't get "deserved" recognition, no team spirit, more interested in outside activities and not rewarded financially for extra efforts.

If you feel your organization suffers from some of these, here are suggestions to reduce this attitude:

- ✓ Have your CEO award instant prizes to employees who have done something outstanding. One banker walks in with a live duck and gives the duck award of \$100 for outstanding work or customer service.
- ✓ The boss/supervisor sends a handwritten note complimenting an employee for a job well done. Better yet, post it on the employee break room board.
- ✓ Award a day off for a job well done, in front of other employees.
- ✓ Walk into an employee's office and just say – “thanks for being here and doing a great job for us.” That's all and walk out.
- ✓ Ask all employees for one idea on how your organization could be changed for the better. But don't do this if you aren't ready to implement at least one of the ideas submitted. (It isn't that dangerous.)
- ✓ When holding employee meetings, remember to listen more than you talk.
- ✓ Offer new training and see that it is given the opportunity (and encouragement) to be used. Show how this will lead to career advancement.
- ✓ Share the most significant annual business goals with all employees and show how they can affect desired results.
- ✓ Set the example on key actions you want employees to take.



## Fresh Business Facts

- \* 75% of business organizations say they don't have enough customer information to enable them to give outstanding customer experiences.
- \* Only 27% of employees who want merchandise rewards are given them.
- \* Only 29% of employees, who want cash rewards, get them.
- \* 40% of employees will look for a new job this year with 96% wanting more money.
- \* 49% of managers believe employee recognition improves employee retention.



## Eat For Business Power

- ✓ Feeling like your energy pack is about depleted? Try eating some trail mix or just a bag of nuts. These are much better than coffee or cokes.
- ✓ Under a lot of stress? Try eating some green veggies such as broccoli, asparagus or spinach. (Your Mother knew!)
- ✓ Feel like you are having too many “senior moments?” Try eating blueberries or eggs. Soybean milk is good too, if you can drink it.
- ✓ Upset stomach on the run? Try some peppermint candy. It works!



## How to Be a Stronger CEO

New stats show leader turnover is on the rise – again. In 2005 it doubled over 2004. Some tips to keep your position:

- ✓ Be more pro-active in marketing and sales.
- ✓ Listen more to employees verses telling them.
- ✓ Know your competition better.
- ✓ Provide training to your staff...they always need something.
- ✓ Focus on that which will grow your business the quickest and best.
- ✓ Give employees ownership in your goals.
- ✓ Develop your future organization leaders.
- ✓ Accept and remember that the world is truly flat...for your competition.
- ✓ Do not minimize the power and importance of innovation in your organization.

## Funnies



## Sayings

- \* Borrow money from pessimists – they don't expect it back.
- \* Depression is merely anger without enthusiasm.
- \* If you can't be kind, at least have the decency to be vague.
- \* The easiest way to find something lost is to buy a replacement.
- \* Never take life seriously. Nobody gets out alive anyway.



## *Bumper Stickers*

- ☺ Hang up and drive!
- ☺ Jesus is coming – look busy.
- ☺ Drugs lead nowhere but it's the scenic route.



**Rick has just returned from very successful engagements in California, South Carolina, Florida, Washington, DC, and New York and will be giving more business owners new growth ideas in the following cities in 2006:**

- ★ Atlanta, GA May 1-3
- ★ Atlanta, GA May 18-19
- ★ Hilton Head, SC May 24-25
- ★ Atlanta, GA June 12-14
- ★ Orlando, FL June 28-29
- ★ **Plus many more throughout the year!**

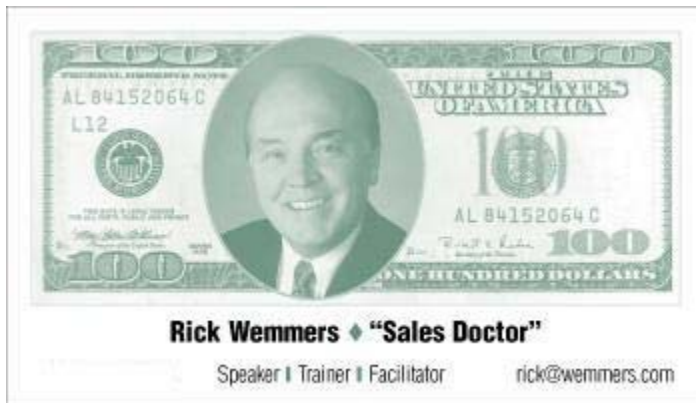


Rick is also available for:

- 🧠 Strategic Planning Sessions & Counsel
- 🧠 Sales Force Assessments & Training
- 🧠 Rapid Business Development Talks
- 🧠 Competitive Intelligence Gathering



**\*\*\*\*Send us a personal email within the next 72 hours and receive a FREE sales behavior assessment (a \$75 value). \*\*\*\***



***Have a sales or marketing question? Email us for a personal no obligation response.***

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