



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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The economy keeps on improving. Unemployment has fallen to 5% and inflation appears to still be below the level of concern. Biggest problems I hear from business owners and CEOs include:

- Not enough good middle management people to fill my openings.
- Where can I find the key person who wants to take over my business?
- The competition just keeps on getting tougher.



Tip # 1 – Customer Service Improvement Can Improve Profits Dramatically - IF You Do It Right!

Suppose you were CEO of a bank started right after 1900, in a major city and your assets had only grown to \$65 million by 1993? Suppose you didn't want to sell your bank but grow it significantly? The CEO of this bank made the decision to spend the time and money to design a *unique selling proposition* that would grow this bank in spite of it's size. He researched his audience extensively and launched a new "Customer Service Campaign" in 2001 which included employee incentives. The results? Assets now stand at \$400+ million – a 40% growth since 2001 and also increased deposits by 50%. (An Iowa bank has had similar success with customer service improvements.)

It proves once again that if a proper plan is designed, followed and implemented, any business can beat the big ones.



Tip # 2 – Improve Employee Productivity

A fellow TEC speaker Richard Hadden gives these tips:

- Test their focus.
- Give a challenge to beat.
- Swap jobs with another employee for a day.
- Give employee training but ask for a report.
- Walk amongst the troops – regularly.
- Report on how customers/users actually benefit from their work.
- Write thank you notes – handwritten!



Tip # 3 – Beware of Best Practices

Here are some interesting excerpts from a new book *The Worst Thing About Best Practices* in corporate America:

- They rarely work....within another company’s culture, business processes, systems and people.
- It’s a follower’s strategy...why give your customers recycled answers?
- Change comes from within...employees rarely respond well to another’s ideas.
- They don’t come with a manual...the results are there but rarely “how to do it” instructions.



Tip # 4 - Be VERY Careful of The Brand Wagon!

Much talk is being given to the importance, value and competitive advantage of having a “brand.” Here are some points to consider, based on my experiences with brands of Fortune 50 clients:

- Brands take a great deal of time and money to create and maintain. (They don’t happen quickly.)
- The American buying public has reached a saturation point of sales messages, thereby making it even more difficult to establish a brand.

- Instant Gratification is the power emotion of these times. We don't have decades to build brands....customer loyalty.
- Current technology makes buying and selling practices light years ahead of our parents. Where and what do you think our children will consider for brand influence?



Tip # 5 - Marketing and Sales Silos Won't Go Away Without CEO Direction

More conversation continues about the need for marketing and sales departments to work closer together for the benefit of the organization. Some companies are appointing Chief Marketing Officers, others Chief Consumer Officer. How do you think the sales departments feel about that? Where are these "super managers" coming from? (My guess is marketing.)

I say again, nothing of significance will change on this issue without CEO involvement and support for BEHAVIOR CHANGE. You can change the title but that doesn't change true behavior.

CEO's who want the financial benefits of better cooperation between these two departments must direct a change in behavior by both sides. Marketing people need to have front-line sales experience and sales people the same in marketing. Top leadership must require new reporting and accountability. Without this we only have more rhetoric.



Bumper Stickers

- Old age comes at a bad time.
- Ask me about my vow of silence
- I feel so much better since I lost hope.
- Don't play stupid with me. I'm better at it.



Interesting Facts

Business

- US Companies will spend more than \$1 trillion on marketing in 2005.
- US Companies spend average of \$820. per employee in 2004 for training.

- Sales/employee incentives changing: 60% like cash but feel “this is something I’m due.” Non-cash popular incentive is gift cards.

Just For Fun

- No piece of paper can be folded in half more than seven times.
- Donkeys kill more people annually than plane crashes.
- You burn more calories sleeping than you do watching television.
- Pearls melt in vinegar.
- Apples, not caffeine, are more efficient at waking you up in the morning.



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

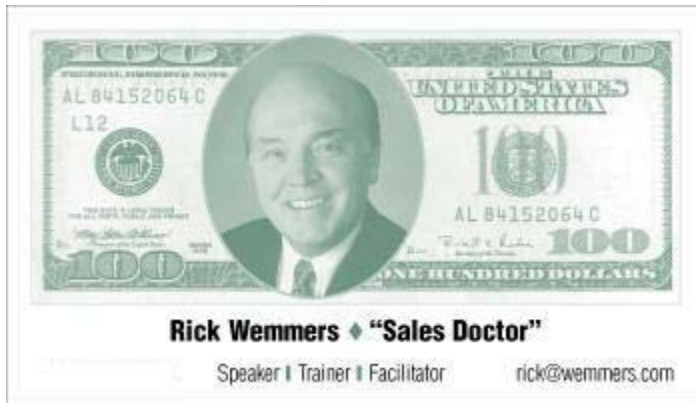
- ★ St. Louis, MO September 19-20
- ★ Minneapolis, MN October 10-11
- ★ Atlanta, GA October 20-21 - **Fear Free Sales Improvement Workshop**
Sign Up NOW
- ★ Atlanta, GA October 26-27
- ★ Atlanta, GA November 30- December 1



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 response.

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