



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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★ 2007 Planning

As Kraig Kramers says, “December is the month to get your next year’s growth plan together and publish your one-page version for your employees.”

All types of business are experiencing more rapid than expected changes in their individual market environments. As the book “*Winning In Fast Time*” underscores, we as a world are thinking and acting quicker than ever before. Businesses who want more than their fair share of growth must ratchet up their thinking and actions. Virtually all businesses can and should anticipate that significant events in their business during 2007 will come quicker than expected.



★ Are You An Email Addict?

Recent studies have shown more and more business executives are becoming addicted to their electronic messages. It is reaching the point whereby faster IS

NOT better. Executives are finding they can't resist, throughout the day, consulting their electronic message boards whether they need to or not.

When excuses are made that "there isn't enough time" this is often due to spending too much time on emails and text messages. Withdrawal can be painful and difficult but like anything else done to excess, it is needed by many.



★ Chief Marketing Officers Need To Get More In Touch

The high turnover rate among those with this title is partly explained by a recent business organization study. 75% of those surveyed did not have a Customer Advisory Board. Only 6% of those who did felt they were critical to their decisions.

What happened to all that "customer centric" talk? This survey suggests that leadership in many companies isn't working well together. The CMO may be receiving valuable data but other C-level partners aren't listening or acting on what customers are saying.



★ Why Your Training Isn't Sticking

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A new book, "*The Six Disciplines of Breakthrough Learning*" gives some key concepts about training that "sticks."

- Link training objectives to specific business outcomes.
- Make clear what will happen before and after the training.
- Connect to current business issues.
- Make sure there is accountability after the training.
- Provide ongoing support after training.
- Document results.

One of my clients followed the above and saw very clearly a 30-t0-1 ROI from the training.

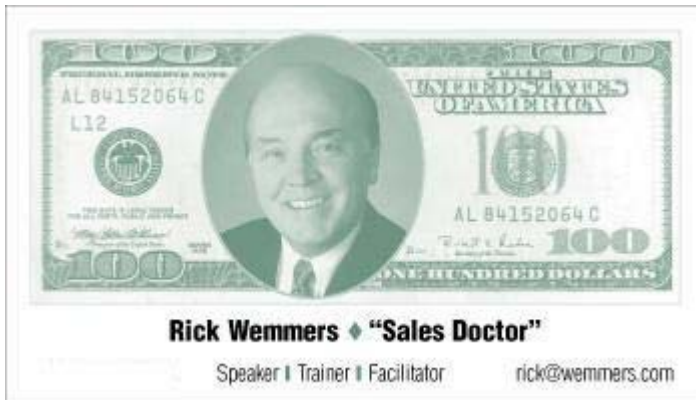


Rick is also available for:

-  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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