



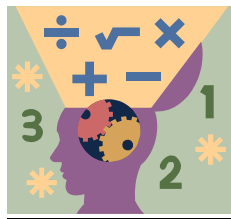
## Silver Bullets for Business Growth



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

**Rick Wemmers**– Consultant, Speaker, Coach

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### **Brain Drain Ahead For Business**

The US Bureau of Labor Statistics reports unemployment for knowledge workers (anyone with a bachelor's degree or higher) is just above 2% and dropping fast. For those who remember the “war for talent” in the late 90’s, you ain’t seen nothing yet! The winners of the upcoming war for talent will have done two things, among others: 1/ courting their current staff better and 2/ adopted more liberal attitudes about ages and employee location.



### **Putting Your Company on Steroids**

It is becoming very clear to many top management people that decision-making time is accelerating at a very high speed. The time to identify, study, act and evaluate business decisions, even the most simple, must be made quicker than ever before. Technology advancements are pushing the human emotion of instant gratification to heart-stopping levels in some cases. The world of business and I mean the whole world, just isn’t permitting a lot of think time for decision making. Of course you can still take your usual time and procrastinate; you just probably won’t be the winner of the order as often.

There are new tools for the progressive management time who want to stay ahead of this new race. I encourage you to investigate them and see how they might apply to your company's growth. Call me. ☎️ **770-565-8727**



## Marketing Communications Is a Whole New Game

The average US consumer is getting “tone deaf” to marketing (sales) messages. They are exposed to over 5,000 sales messages EVERY DAY and this “white noise” is making it very difficult for the average selling message to get through to potential buyers. Newspaper circulation is dropping...TV viewership is dropping...magazine ad volume is dropping...all related to this consumer reaction to ENOUGH IS ENOUGH!

When was the last time you closely evaluated your advertising ROI? How do you know your messages are getting through? If you can't answer these and 4 other key questions, why are you spending any advertising monies?



### Top Executive Ideas

- Consider having a 4-6 hour meeting, off-site, among your organization's management staff. Make this meeting a **“Positive Power Exchange.”** In other words, for the entire time, each person, each department head will talk only about their positive accomplishments for the past 12 months and what everyone would like to accomplish in the next 12 months. It doesn't matter what point in your fiscal year you hold this. Also, it works best with an outside facilitator who keeps the conversation on track and focused.
- **Customer Satisfaction Index** – Benchmark how you are doing in your customer satisfaction, then go to work to improve it...no matter where you are on the scale. If you need help go to: [www.ceotools.com](http://www.ceotools.com) . There is an excellent tool there...FREE...from Kraig Kramers.
- CEOs who want to keep their skills as sharp as possible, should check their “oil levels” in these **key areas of leadership expertise**:

- ✓ **Student:** Good leaders are always active with professional development. In today's fast pace of business, every leader needs to spend some time, learning what's new and applicable to their position.
- ✓ **Inventor:** New product development in the USA is woefully far behind where it should be. Keep asking your team: What do our customers want that we aren't providing?
- ✓ **Coach:** Every leader needs to spend some time regularly helping his/her team see what they can't ---ways to improve.
- ✓ **Investor:** Know the market value of your company, your products and actions others feel you must take to improve your value proposition.
- ✓ **Ambassador:** Meet with the "20%" of your customer base that drives 80% of your revenue. This must not be a sales call! It should look spontaneous, genuine and be brief.

▪ **Better Manage Your Middle Management People**

New research shows that employees between the ages of 35 and 50 are just not happy with their jobs. 36% said they felt they were in "dead-end" jobs. They are struggling with work-life balance issues, confusion and career growth. One in five is looking for another job in hopes it will settle these un-settling feelings.

Top management needs to address this pro-actively. Don't assume no news is good news. Ask yourself: How hard is it to replace your middle management? Who is going to take over your position and continue what you've started?



**Unusual Facts**

- Many years ago in Scotland, a new game was invented. It was ruled "Gentlemen Only...Ladies Forbidden..."and thus the word GOLF entered into the English language.
- It is impossible to LICK your elbow. (At least 75% of those who read this WILL try to lick their elbow.)
- The average number of people airborne over the U.S. in any given hour: 61,000.
- Half of all Americans still live within 50 miles of where they were born.



**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:**

- ★ July Bloomington, Illinois
- ★ July Ponte Vedra, Florida
- ★ August Clay Center, Kansas
- ★ August Macon, Georgia
- ★ September Myrtle Beach, South Carolina
- ★ **Plus many more throughout the year!**

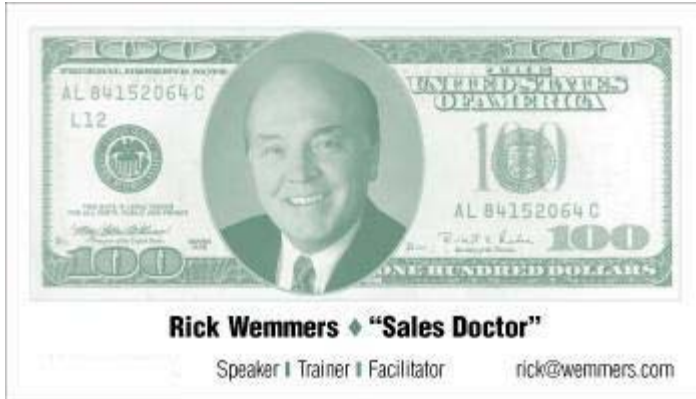


Rick is also available for:

- 🧠 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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