



Silver Bullets for Business Growth



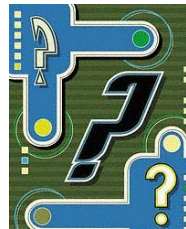
Providing creative solutions to difficult marketing & sales challenges, based on experience with companies in over 50 different industries.

Rick Wemmers– Consultant, Speaker, Coach

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I conducted a **Strategic Planning Retreat** for a small company recently and was surprised at the excellent interaction and results achieved. There were some “issues” going in that might have detracted from the key reasons for being there. In fact some personalities were a serious threat to open and candid discussions. Through skillful guidance, the focus was kept on future growth thinking. The resulting action plan will definitely take this company to new heights.



“Your presentations were exceptional! The message was perfect...lots of food for thought and valuable information.”

Bill Sells, NIRSA, President

★ ***Where are all the ‘good’ people?***

Small business owners have been crying for a long time about the lack of good people who work hard and want to take over the boss’s role. Numerous studies have verified some rather alarming facts on this question:

- 70 + % of American workers ARE NOT fully engaged at work.
- Most workers are contributing at about 50% of what they could be.
- Younger workers put more value on off-time than more money.

What this suggests to me is that management needs to accept and work with these facts. Create new ways of communicating with employees to better connect with their desires and emotions. ***There are many great personal assessment tools to help with this process. Call me!***



★ ***The new Six Sigma - Kaizen***

Kaizen – the new mantra for business leaders who want better operations. The word means “change for the better” or “continual improvement” and is sometimes associated with “lean manufacturing”. Kaizen’s goals are to eliminate waste especially focused on actions that add cost but not greater value. Kaizen emphasizes the learn-by-doing aspect of improving. The three requirements for Kaizen to work are: process and results, systemic thinking and non-judgmental, non-blaming discussion. ***Could Kaizen help your business? Call me.***

“You know your subject well. Many of those who attended are in the process of implanting your ideas already!”

John Abernathy, Birmingham Entrepreneurial Center



★ ***Sales Team Success***

Some 70% of employees who quit their job give the lack of appreciation as the prime reason they left. How can management reduce this? Here are four suggestions that are working today:

- Work closely with employees to have them “set goals they own.”
- Communicate in one way with all employees.
- Hold employees “accountable” in one fashion or another. This shouldn’t be feared but embraced as a way to help all to improve.
- “Recognize” employee accomplishments on an on-going basis. Don’t wait for the annual review.

“I can easily tell you that your talk was one of the most informative and valuable talks we have had in quite some time.”

Bill Powell, Executive Director, Hoover Chamber



★ ***Put Better Innovation Thinking In Your Business***

American business has done very poorly at being innovative during the past 10 years. Our eyes were focused on the plentiful profits from existing products. Now we are paying the price. If you are considering re-introducing innovative thinking in your company consider these tips:

- Get your team to “divorce” themselves from current and past thinking about what does and what doesn’t work. Try to look at your company and its’ product line from a totally new perspective, e.g., what if the process or facts weren’t true? It isn’t easy but will deliver great dividends if you start here.
- Take time to get away from business and clear your thoughts to focus on thinking about new ways to do business or make products. This takes a good 2 days, without any distractions.
- Really understand and put in writing just what you want from innovative thinking. Set your specific goals first then go off and clear your mind to start thinking.



Funnies

☺ A truck driver was driving along a back road and saw a sign that read “Low Bridge Ahead” Before he knew it he had run under the bridge and gotten stuck. A police car came along and the officer came up and said, “Got stuck did you?” The truck driver replied, “No I was delivering this bridge and ran out of gas.”

☺ ***You are in a redneck in church if:***

- A church member asks to be buried in his 4-wheel drive truck because he has never met a hole he couldn’t get out of.
- People think “Rapture” is what you get when you lift something too heavy.
- There are only seven last names in the church directory

“You did it! Not only were you “on target” with your audience assessments, you created one of the most interactive sessions I have observed.”




John Rader, Executive Director TSMA



We invite you to visit Wemmers Consulting Group website – www.wemmers.com!!

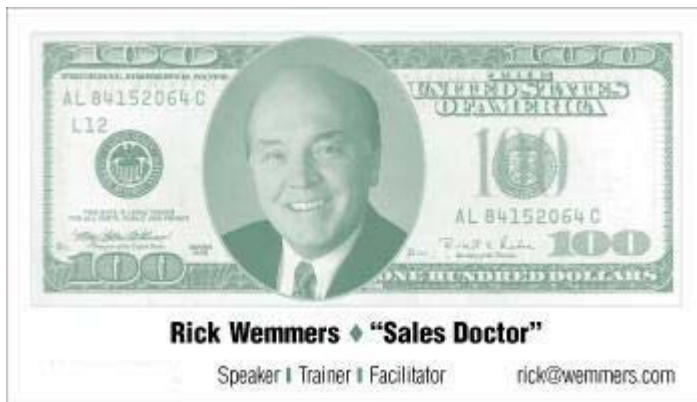


Rick is also available for:

-  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 \$90 value). *******



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

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