



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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In my talks to business owner groups I have observed an interesting mood regarding the future. A significant number of them while doing much better than in the past two years are still cautious about the future. This mindset drives a “heads-down” work ethic and doesn’t give time for “working ON the business.” My years of experience suggest the opposite should be the mandate for today’s business owners.

Tip # 1 - Time Management

Most of the business owners I consult with say one of their top 3 challenges is having enough time to do what they “want” to do. Others struggle with the balance of time between work and personal interests. There are many books on how to better manage executive time but I will pass along ones I have seen work best and use myself:

- Don’t have any meetings without an agenda and specific start and finish time.
 - (Ask yourself after the meeting, was this time well-spent – if not, make changes.)
- Make a list on Monday morning of things you feel you must do that day. Put this list on a standard Post-It note and stick it right in the middle of your desk.

You cross off each task when completed and at the end of the day you can only add where you have crossed off an item. Try it for two weeks.

- At the end of each day for two weeks, make a list of things YOU did that you could have asked someone else to do. It's called delegation.

Tip # 2 – Motivate Employees To Do More

Don't think of motivation as purely monetary. While important other actions can motivate your employees to be more productive...like their job more. Try one of these:

- ✓ Offer a paid day off, at the employee's choice, if a certain short-term goal is achieved. Even suggest that the employee could take two half days.
- ✓ Identify a business problem that is affecting sales. Ask some of your employees to meet, without you, and create ideas for solving the problem. When they come back with answers empower them to work on one or more of them – alone. Identify the reward if they fix the problem.

Tip # 3 – Leverage Your Customers With An Advisory Board

If sales aren't reaching desired levels consider forming a Customer Advisory Board. Ask 10 or so customers, both big and small, good and poor to join your advisory board. Tell them you want their personal advice on how to improve your business. Meet once a month for an hour at a time all say is most convenient. Have an agenda with specific issues and make sure every attendee contributes something. No need for fancy foods or entertainment. The focus is on their brain power. After six months, consider changing some of the members for fresh ones. Make sure you keep all informed as to the actions you take based on their suggestions. Leverage is the secret to all success.

Tip # 4 - Sales Team Improvements

If you feel your sales team isn't working as hard or as smart as they could/should be, consider one or more of the following actions:

- ★ Give them personal sales behavior assessments and then review the results with them individually, privately. The cost is minimal and can be a real "eye-opener" for both of you.
- ★ Give the team a specific challenge for sales growth. Don't make it an impossible one or one they already have. Be clever and create something new. It can be for the week or month. Identify a reward and talk up the progress against the challenge as the time progresses. Make it fun and personal.
- ★ Have an outside speaker/trainer conduct a 3-hour "pep rally." It's amazing what a new voice, new background can bring to a droopy sales team.



Funnies

The prospective father-in-law asked, “*Young man, can you support a family?*” The surprised groom-to-be replied, “*Well, no. I was just planning to support your daughter. The rest of you will have to fend for yourselves.*”

You might be a redneck when...

- 😊 You can entertain yourself for 15 minutes with a fly swatter.
- 😊 Your boat hasn't left your driveway for 12 years.
- 😊 The Salvation Army “declines” your furniture contribution.



Cocktail Talk Pearls *(Some “zingers” to drop)*



Money isn't made out of paper; it's made out of cotton.



On average, 12 newborns are given to the wrong parents, daily.



Donald Duck comics are banned in Finland because he doesn't wear pants.



There are no clocks in Las Vegas gambling casinos.



Ketchup was sold in the 1830's as medicine.



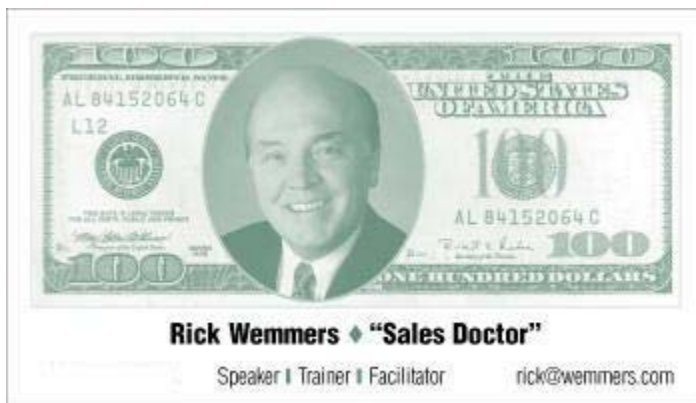
Rick has just returned from very successful engagements in California, Minnesota, Texas and Florida, and will be giving more business owners new growth ideas in the following cities:

★ Orlando, FL	May 24
★ Atlanta, GA	May 19-29
★ Atlanta, GA	May 25-27
★ Washington, DC	June 15-17
★ Atlanta, GA	July 27-28
★ Atlanta, GA	August 10-11
★ Macon, GA	August 16
★ San Francisco, CA	August 17-18



Rick is also available for:

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



Have a sales or marketing question? Email us.

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