



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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While the economy is moving along nicely, please don't be lulled into forgetting to keep your business basics in tune:

- Have you checked your revenue objectives to see if you are on track to reach your year-end goal?
- Are you monitoring your sales team to know who is and who isn't performing?
- Do you have your feelers out for future employee candidates to improve the quality of your team? (40% of US employees say they are looking – NOW)
- Are you investigating your competition, learning what they are doing better than you?

Good times can breed laziness and apathy. This puts management in danger when the bad times come back...and they will eventually. So be prepared by sticking to good business basics for your organization.



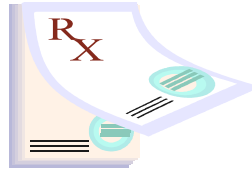
Selling Is Getting Harder

Most sales people are finding it a little harder each year to sell most anything. Why?

- Most customers/prospects are much better informed as to alternative suppliers.
- Most are far more informed about product and company strengths and weaknesses.

- People in general are getting “deaf” to sales messages – just too many sales messages being sent – business AND individual.
- Competition is growing for virtually all products and services AND from all over the world in some cases.

How to cope?



- ✓ Make sure your sales team is trained in the latest sales communications techniques. Bring in an outsider who knows this well.
- ✓ Spend quality time listening to your employees, especially those who are dealing with your customers on a regular basis. What are they hearing both good and bad? (A vast majority of employees don't believe management really wants to listen to them.)
- ✓ Give your sales team individual assessments to weed out your weak ones.
- ✓ Survey your customers and prospects and “know” what they are saying about you, your company and your products –WHEN YOU AREN'T AROUND!
- ✓ Buy and use your competitor products – know their strengths and weaknesses.



Make May Your Values Alignment Month

As Kraig Kramers says: this is the perfect month to recheck and revise (if necessary) your organization's value statements.



CEO Notes

Here are some trends developing in 2006 that impact most any organization's leader:

- Media fragmentation continues, making it more difficult to target selling messages to specific target groups. Traditional media are being

challenged more and more by new entrants: blogging, pod casts, on-line video selling and others.

- ❑ CEO and CMO turnover continues at an increased level as stockholders and investors raise the performance bar. Good replacements aren't easy to find.
- ❑ Direct marketing continues to rise and more organizations are learning the ways to use "rifles" vs. "shotguns" with their budgets.
- ❑ More CEOs are using outside, objective business coaching to sharpen their performances. It is wise to leverage the knowledge of others vs. trying to do it all yourself.



Eat For Business Power



Feeling like your energy pack is about depleted? Try eating some trail mix or just a bag of nuts. These are much better than coffee or cokes.



Under a lot of stress? Try eating some green veggies such as broccoli, asparagus or spinach.



Feel like you are having too many "senior moments?" Try eating blueberries or eggs. Soybean milk is good too, if you can drink it.



Upset stomach on the run? Try some peppermint candy. It works!

Funnies



Try this mental quiz:

- 😊 What fruit has the seeds on the outside? (strawberry)
- 😊 Three English words beginning with DW? (dwarf, dwell, dwindle)
- 😊 The two sports in which neither the spectators nor the participants know the score or the leader until the contest ends? (boxing – horse racing)



More fun....

Points to Ponder:

- ☺ Never take life seriously...Nobody gets out alive anyway.
- ☺ Why is there a light in the refrigerator and not in the freezer?
- ☺ Why doesn't glue stick to the inside of the bottle?
- ☺ Does pushing the elevator button twice, make it arrive faster?



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:

- ★ Atlanta, GA May 1-3
 - ★ Atlanta, GA May 18-19
 - ★ Hilton Head, SC May 24-25
 - ★ Atlanta, GA June 12-14
 - ★ Orlando, FL June 28-29
- ★ **Plus many more throughout the year!**

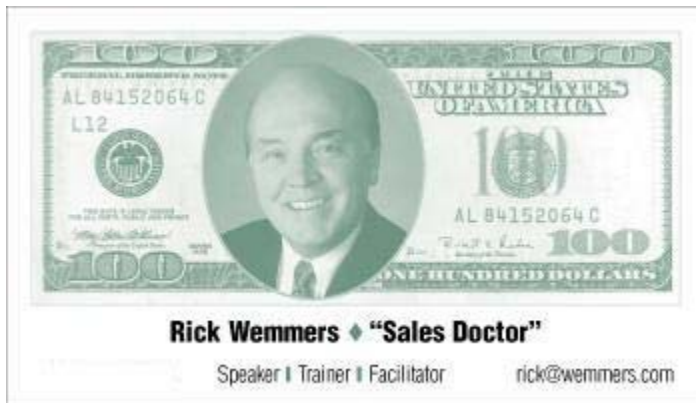


Rick is also available for:

- 🧠 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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