

Happy August 1st

August birthstones - Peridot & Sardonyx. Birth flowers are Gladiolus & Poppy. Zodiac signs – Leo to Aug. 22 & Virgo Aug 23 on. Aug 13 is Left Handers' day.

Congratulations

"If it is to be – it is up to me!"

ALP = Advanced Leadership Program
CLP = CommScope Leadership Program
ELD = Enterprise Leadership Development - CommScope
EMP = Executive Management Program
IMP = In-house Management Program
MCG = Managing Change Workshop
NEG = Negotiation – CommScope Program
PSP = Professional Sales Program

COTY, Gilles – (EMP-31) – has been certified as a Dale Carnegie coach/trainer for their Leadership and Management Programs. Coty is Development Manager for Industrial Products at PSG Auxerre, ZI de la Plaine des Isles, Auxerre 89000, France – Bus - +33 3 86 49 87 02 – Fax - +33 3 86 49 86 24.

Gilles.coty@psgdover.

HOLLERAN, Kevin – (IMP) – President – EZ GO has announced that the company is changing its name to Textron Specialized Vehicles. They are located at 1451 Marvin Griffin Rd., Augusta, GA 30906 – Bus – 706-771-4672 – Cell – 706-836-2456 –

kholleran@textron.com.

PALMER, Todd – (EMP-09) – is General Manager, Crystal Products – Vectron, 267 Lowell Rd., Hudson, NH 03051 - Bus – 603-577-6845 – Cell – 603-321-2196 – tpalmer@vectron.com.

WEAVER, Jim – (EMP-22) – is Executive Vice President Operations – T. F. Hudgins, Inc., 4405 Directors Row, Houston, TX 77092 – Bus – 713-682-3651 – Cell – 281-844-0581 – jweaver@tfhudgins.com.

British Newspaper Ads

FOR SALE BY OWNER

Complete 45-volume set of Encyclopedia Britannica. Excellent condition. No longer needed, got married, wife knows everything.

COWS, CALVES - NEVER BRED

Also 1 gay bull for sale.

WEDDING DRESS FOR SALE

Worn once by mistake. Call Stephanie --.

FREE PUPPIES

Mother is a Kennel Club registered German Shepherd. Father is a Super Dog, able to leap tall fences in a single bound.

FREE PUPPIES

1/2 Cocker Spaniel, 1/2 sneaky neighbor's dog.

2014 → 2016 Seminars

Executive Management Program

CLASS 48

► **Week 1 – Oct 13 – 17, 2014** ◀

Week 2 – Jan 19 – 23, 2015

Week 3 – Apr 13 – 17, 2015

Week 4 – Jul 13 – 17, 2015

Week 5 – Oct 19 – 23, 2015

CLASS 49

► **Week 1 – Feb 09 - 13, 2015** ◀

Week 2 – May 18 – 22, 2015

Week 3 – Aug 17 – 21, 2015

Week 4 – Nov 16 – 20, 2015

Week 5 – Feb 15 – 19, 2016

CLASS 50

► **Week 1 – Jun 08 – 12, 2015** ◀

Week 2 – Sep 14 – 19, 2015

Week 3 – Dec 07 – 11, 2015

Week 4 – Mar 07 – 11, 2016

Week 5 – Jun 13 – 17, 2016

CLASS 51

► **Week 1 – Oct 12 – 16, 2015** ◀

Week 2 – Jan 18 – 22, 2016

Week 3 – Apr 18 – 22, 2016

Week 4 – Jul 18 – 22, 2016

Week 5 – Oct 17 – 21, 2016

(To enroll participants in any class please contact Tom Stevens at inmco@mindspring.com. We need their name, title, phone number, and email address.

Chronological Class Calendar

2014

EMP 46/3 • AUG 11 – 15

EMP 47/2 • SEP 15 – 19

EMP 45/5 – OCT 06 – 10

► **EMP 48/1 – OCT 13 - 17** ◀

EMP 46/4 – NOV 17 – 21

EMP 47/3 – DEC 08 – 12

2015

EMP 48/2 – JAN 19 – 23

► **EMP 49/1 – FEB 09 – 13** ◀

EMP 46/5 - FEB 16 – 20

EMP 47/4 – MAR 16 – 20

EMP 48/3 – APR 13 – 17

EMP 49/2 – MAY 18 – 22

► **EMP 50/1 – JUN 08 – 12** ◀

EMP 47/5 – JUN 15 – 19

EMP 48/4 – JUL 13 – 17

EMP 49/3 – AUG 17 – 21

EMP 50/2 – SEP 14 – 18

► **EMP 51/1 – OCT 12 – 16** ◀

EMP 48/5 – OCT 19 – 23

EMP 49/4 – NOV 16 – 20

EMP-47/3 – DEC 08 - 12

Steven's Statement **Optimal Market Share**

"Market domination produces tremendous internal resistance against innovation." Peter Drucker

A participant, in one of our classes, mentioned that her company was cutting production by 50%. I found this amazing since for over 21 years that company's main product had 85% of the market share in the United States. What happened? A new, innovative company entered the market place and took business away from them.

A major decision underlying marketing objectives is market share. One common approach is to say, "**We want to be the leader.**" Another is, "**We don't care what share of the market we have as long as sales go up.**" Both sound plausible, but **both are wrong.** It does not do much good for a company's sales to go up if it loses market share, that is, if the market expands much faster than the company's sales. A company with a small share of the market will eventually become marginal in the marketplace, and exceedingly vulnerable.

There is a maximum market share above which it may be unwise to go – even if there were no antitrust laws. Market domination tends to lull the leader to sleep - monopolists flounder as a result of their own complacency rather than public or governmental opposition. Market domination produces tremendous internal resistance against innovation and therefore makes adaptation to change dangerously difficult. There is also well-founded resistance in the marketplace to dependence on one dominant supplier. No one likes to be at the mercy of the monopoly supplier.

The market standing to aim for is not the maximum but the **optimum.** This requires a careful analysis of customers, of products or services, of market segments, and of distribution channels. It requires a market strategy, and it requires a high-risk decision

ACTION PLAN – Define your company's **optimal** market share by carefully analyzing your customers, competitors, market segments, and distribution channels. Base your market strategy on your **optimal market share,** not on simply dominating the market or increasing your market share. Look at it for at least the past five years.

In addition, examine how much are you investing in R & D and product innovation? Is it enough to keep you from the ranks of the also ran?

This Really Happened

An Arkansas man really wanted a drink. He decided that he would throw a cinder block through a liquor store window, grab some booze, and run. He lifted the cinder block and heaved it over his head at the window. The cinder block bounced back and hit the would-be thief on the head, knocking him unconscious. The liquor store window was made of Plexiglas. The whole event was caught on video.

John's Jottings

Professional Sales Program

Most people know about the Executive Management Program. However, many of you may not know that INM also offers a Professional Sales Program – (PSP). The Professional Sales Program is for experienced sales people who realize that there is more to the sales process than simply making a presentation on the merits of their company's product.

Think about it. Sales representatives call on distributors and/or customers who use their company's products or services. Typically sales people are the ones who are closest to the actual users. They hear the first hand stories, complaints and compliments. They take the orders - they help determine specifications by asking the right questions - they trouble shoot - they solve problems - they find new customers - they retain current customers, etc. Wouldn't it be great if they did all these things better?

Selling is a lot like riding a bicycle. It takes both a front wheel and a back wheel. The back wheel is the drive wheel that makes the bike go. The front wheel determines where it goes.

Most companies do an outstanding job of teaching product knowledge and supporting their sales representatives with quality products. They provide the technical skills and knowledge needed for success. That is the back wheel.

INM, through its Professional Sales Program, works with the front wheel. INM helps former engineers and others who are in sales to develop their skills in identifying new customers, listening to current customers, solving complicated technical and emotionally charged conflict problems, and obtaining a better price. All things that the professional sales person encounters in their day-to-day job.

Ask yourself these questions - what would be the result on your income statement if your sales people increased their close ratio, even just a little? How would your financial results look if you could sell more with your current staff? If you retained more of your current customers what would the impact be on your income statement and your profits? If your sales people just listened to your customer more effectively?

These are the issues that drive the Professional Sales Program. It is a **four-week** program over the course of a year. The material is coordinated with the Executive Management Program so that participants in these two programs understand where the other is coming from, i.e., they work together rather than separately. Its purpose is to help your sales people become even better!

For more information, or to enroll someone in the Professional Sales Program, just send me an email at john@jbarnesconsulting.com.

"A professional sales person is one who sells products that don't come back to customers that do."

?? KNIHT – JULY - THINK ??

(Answers – July Newsletter Puzzles)

Month & Year

Take the number of days in a leap year, add the number of months having 30 days, divide by the number of doughnuts in a Baker's Dozen, add the number of days in March, add the square root of 9, and divide by the number of days in a week. Which month are you left with and what year is it?

ANSWER – September of 2014

The numbers used are – 366, plus 11, divided by 13, plus 31, plus 3, divided by 7 = 9. And of course, it is now 2014. (All of the months have 30 days except February.)

Teamwork

Three workers are laying a brick wall. John can lay 1,000 bricks in three hours. Kate can lay 1,000 bricks in two hours. Tom can lay 1,000 bricks in six hours. How long will it take them to lay 2,500 bricks if they work together as a team?

ANSWER – 2 1/2 hours

How many bricks can be laid in six hours?

In six hours John lays 2,000 bricks. Tom lays 1,000 bricks. Kate lays 3,000 bricks. Therefore, in six hours they individually lay a total of 6,000 bricks.

This means it will take 2 1/2 hour to lay 2,500 bricks by working together?

My Allowance

Last week my lovely wife, "What'shername," gave me my weekly allowance. On Monday I spent a quarter of my allowance on clothes. On Tuesday I spent one third of my remaining money on a CD. On Wednesday I spent half of my remaining money on candy. On Thursday I spent my last \$1.25 on a beer. How much does "What'shername" give me each week as my allowance?

ANSWER - \$5.00

Working backwards.

- On Thursday I had \$1.25.
- On Wednesday I had \$1.25 X (1 divided by one-half) = \$2.50.
- On Tuesday I had \$2.50 X (1 divided by two thirds) = \$3.75.
- On Monday I had \$3.75 X (1 divided by three quarters) = \$5.00.
- Not bad after 63 years of wedded bliss. ("What'shername" made me add that.)

?? KNIHT – AUGUST - THINK ??

Rugs or Miles

Are their more square inches in a carpet 15 yards by 5 yards or feet in a 20-mile run?

ANSWER

?? KNIHT – AUGUST – Con't. - THINK ??

My Bathtub

My bathtub has two water faucets, a drain, plus a leak. The cold-water faucet, by itself, fills the tub in 20 minutes. The hot water faucet, by itself, fills the tub in 30 minutes. With both faucets turned off the drain can empty the tub in 16 minutes. The leak, by itself, will empty a full tub in 2 hours. How long will it take to fill the tub if I leave both faucets turned on and the drain open?

ANSWER

Sweet Tooth

Tom can eat 27 Chocolates in an hour, John can eat 2 Chocolates in 10 minutes and Kate can eat 7 Chocolates in 20 minutes.

How long will it take them to share and completely eat a box of 120 Chocolates while watching TV?

ANSWER

Western States 100 Mile Endurance Run

HOANG, Thao – (EMP-07) – competed in The Western States 100 Mile Endurance Run. The race began June 28 in Squaw Valley, CA and ended 100.2 miles later, June 29 in Auburn, CA. Since its inception in 1974, The Western States 100 has become one of the ultimate cross-country endurance tests in the running world. Following the historic Western States Trail, runners climb more than 18,000 feet and descend nearly 23,000 feet before they reach the finish line.

For more than four decades, Western States 100 has been home to some of the sport's most legendary competitors, and has spurred the spirit of runners from all walks of life and from all over the world.

Offering the sport's oldest and most prized possession – a sub-30-hour finisher's bronze belt buckle or a sub-24-hour finisher's silver belt buckle as well as being part of 100-mile racing's richest and most compelling history. Western States 100 is one of the undisputed crown jewels of human endurance running.

376 runners started and 296 finished. The men's winning time – Rob Krar 14:53:22. The women's winning time - Stephanie Howe 18:01:42. There were 129 Silver Buckle winners, and 167 Bronze Buckle winners which included Thao with a time of 25:59:48.

For more information please go to www.wser.org and <http://www.ultralive.net/ws100/webcast.php>. Thao's bib number was 75.

Thao is Director of Product Development – B/E Aerospace, 5795 Logistics Parkway, Rockford, IL 61109 – Bus – 779-771-7505 – Cell – 815-980-9041 – thao.hoang@bearospace.com. Congratulations.

"They could have fought against it, begged for another way, or gone off the path in hopes of finding an easier passage. Instead, they looked upon the trail ahead, and they accepted the path they had chosen."
Sage Steadman, Upon Destiny's Song

The Green Thing

Recently I went grocery shopping at the local super market. As I checked out the young cashier suggested that I should bring my own grocery bag because plastic bags weren't good for the environment. "It's the green thing you know," he said.

As many of you know I am older than dirt. I rode with Teddy Roosevelt up San Juan Hill.

I apologized to the cashier and explained, "We didn't have this 'green thing' back in my early days." The young clerk responded, "That's our problem today. Your generation did not care enough to save our environment for future generations." He was right -- my generation didn't have the "green thing" in our day.

Back then, we returned milk bottles, soda bottles and beer bottles to the store. The store sent them back to the bottling plant to be washed, sterilized, and refilled, so they could use the same bottles over and over. They were truly recycled. (However, we didn't have the "green thing" back in our day.)

Grocery stores bagged our groceries in brown paper bags that we reused for numerous things. Most memorable, besides their use as household garbage bags, was the use of brown paper bags as school-book covers. This was to ensure that public property, (the books were provided by the school) was not defaced by our scribbling. We were able to personalize our books on the brown paper bag covers. (Too bad we didn't do the "green thing" back then.) We walked up stairs, because we didn't have an escalator in every store and office building. We walked to the grocery store and didn't climb into a 300-horsepower machine every time we had to go two blocks. (However, he was right. We did not have the "green thing" in our day.)

Back then, we washed the baby's diapers because we didn't have the throwaway kind. We dried our clothes on a clothesline outdoors, not in an energy-gobbling drying machine burning up 220 volts -- wind and solar power really did dry our clothes back in our early days. Kids got hand-me-down clothes from their brothers and sisters, not always brand-new designer label clothing. (But that young man was right - we didn't have the "green thing" back in our day.)

Back then, we had one TV, or radio, in the house - not a TV in every room. The TV had a small screen the size of a handkerchief - (remember them?) Not a screen the size of the state of Rhode Island. In the kitchen, we blended and stirred by hand because we didn't have electric machines to do everything for us. When we packaged a fragile item to send in the mail, we used wadded up old newspapers to cushion it, not Styrofoam or plastic bubble wrap. Back then, we didn't fire up an engine and burn gasoline to mow the lawn. We used a push mower that ran on human energy. We exercised by working so we didn't need to go to a health club to run on treadmills that operate on electricity. (But he's right - we didn't have the "green thing" back then.)

I noticed the plastic bottle of water by his cash register. We drank from a fountain or faucet when we were thirsty instead of using a plastic cup or plastic bottle every time we had a drink of water. We refilled writing pens with ink instead of buying a new pen, and we replaced the razor blades in a razor instead of throwing away the whole razor just because the blade was dull. (But we didn't have the "green thing" back then.)

Back then, people took the streetcar or a bus and kids rode their bikes to school or walked instead of turning their moms into a 24-hour taxi service in the family's \$45,000 SUV or van. Not one student in our 1,000-student high school had their own car. The only cars in the parking lot belonged to the faculty and staff. When it was hot we opened the windows in the family's one car. We also opened the windows in the house to keep cool. We had one electrical outlet in a room, not an entire bank of sockets to power a dozen appliances. In addition, we didn't need a computerized gadget to receive a signal beamed from satellites in outer space in order to find the location of the nearest restaurant.

Isn't it sad the current generation laments how wasteful we old folks were just because we didn't have the "green thing" back then? As I left the store I realized I didn't need a lesson in environmental conservation from a smartass young kid!

☼ Muddled Management ☼

Those of you that read this newsletter know that I am frustrated by the actions of what I call the Political Class. Those men and women who spend hundreds of thousand and sometimes millions of dollars to obtain a job that pays a fraction of what they must spend to get there. They do this out of the goodness of their heart to be able to tell me what I can and cannot do. The way they do this is by passing laws that I must obey or face incarceration. Here are a few laws recently passed in TN. What is even scarier – a single person cannot pass a law – it requires a majority of the Legislature! We elect these idiots to office.

- It is a crime to share your "Netflix" password.
- Students may not hold hands in school.
- It is illegal to post images online that cause "emotional distress" without a "legitimate purpose."
- Hollow logs may not be sold.
- The definition of "dumb animals" includes every living creature.
- Anyone roller blading or roller skating may not listen to a radio.
- It is illegal to take pie home - all pie must be eaten on the premises. It is illegal to give pie to a fellow diner.

"Politics is the art of looking for trouble, finding it everywhere, diagnosing it incorrectly, and applying the wrong remedies." Groucho Marx