

# BCS/INM NEWSLETTER

Vol. 7 – Number 2

BCS – John Barnes • INM – Tom Stevens

February 1, 2012

## Happy February 1<sup>st</sup>

Hard to believe – 1/12 of the year is already history! Only 334 days left in 2012. Remember February 14 is Valentines Day. February was named after Februalia the Roman festival of purification.

## 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 Programs  
MCG = Managing Change Workshops  
PSP = Professional Sales Program

FIORE, Joe – (EMP-20) - is now Vice President Operations – PecoFacet, PO Box 640, Mineral Wells, TX 76067 – Bus – 940-327-6204 – Cell – 630-258-6190 – [joefio@pecofacet.com](mailto:joefio@pecofacet.com)

KNISS, Jason – (EMP-18) - is now Engineering Manager – Mark One Corp., 517 Alpine Rd., Gaylord, MI 49735 – Bus – 989-731-3835 – Cell – 734-664-9115 – [jkniss@markonecorp.com](mailto:jkniss@markonecorp.com)

KRAUSE, Mark – (EMP-4) – is now Operations Manager – New River Aggregate Region – Lafarge North America, 3510 Riverside Dr. NE, Cedar Rapids, IA 52411 – Bus & Cell – 303-301-4481 – [markfkrause@yahoo.com](mailto:markfkrause@yahoo.com)

LANE, Thomas – (EMP-3) – is now Vice President of Marketing – DM2 Software Inc., 7700 Greenwood Dr., Suite 200, Vancouver, WA 98662 – Bus – 800-866-5151 – Cell – 360-907-8456 – [toml@dm2.com](mailto:toml@dm2.com).

MANSELL, David – (EMP-18) – is now Plant Manager – Charles Industries, LTD, Telecommunications Group, 201 Shelhouse Rd., Rantoul, IL 61866 – Bus – 217-893-8335 – Cell – 847-521-8114 – [dmansell@charlesindustries.com](mailto:dmansell@charlesindustries.com).

•MARCANO, Rafael – (EMP-24) – is now Director of Operations & Supply Chain – Energy Americas, TE Connectivity, 8000 Purfoy Rd., Fuquay Varina, NC 27526 – Bus – 919-557-8833 – Cell – 919-480-6514 – [Rafael.marcano@te.com](mailto:Rafael.marcano@te.com).

PASCHAL, Kevin – (EMP-20) – is now Manager, Technical Sales – Texas - CommScope, 1300 E. Lookout Dr., Suite 150, Richardson, TX 75082 – Bus – 972-792-3187 – Cell – 828-244-9634 – [kpaschal@commscope.com](mailto:kpaschal@commscope.com).

RYAN, Chris – (EMP-33) - is now Vice President, Client Services - DeanHouston, Inc., 659 Van Meter St., Ste. 510, Cincinnati, OH 45202 - Bus - 513-421-6622 - Cell - 513-373-6440 - [cryan@deanhouston.com](mailto:cryan@deanhouston.com).

SUNDHARAM, Vijay – (EMP-24) – is now Director of New Business Development - Sargent Aerospace and Defense, 5675 W. Burlingame Rd, Tucson, AZ 85743 - Bus – 520-744-1000 ext. 620 - Cell – 520-977-4685 - [vsund@sargentcontrols.com](mailto:vsund@sargentcontrols.com)

## Unusual Birthday

SLAUGHTER, Steve – (EMP-16) - spent his 50<sup>th</sup> birthday, January 6<sup>th</sup> sitting on top of Mt. Vinson, the highest mountain in Antarctica – (temperature was minus 52° F.) Steve is Vice President & General Manager, Vehicle Service Group Asia, No. 1388, East Xiushan Road, Haimen, China - [sslaughter@vsgdover.com](mailto:sslaughter@vsgdover.com).

## First error in 2012

A number of you are country western fanatics. You have pointed out it was Kenny Rogers and not Glen Campbell that sang “You’ve got to know when to hold them and when to fold them.” My apologies to you and Kenny.

## Seminars in 2012

### Executive Management Programs

#### Class 40

- ▶ Week 1 – Mar. 19 – 23, 2012 ◀
- Week 2 – Jun. 11 – 15, 2012
- Week 3 – Sep. 17 – 21, 2012
- Week 4 – Dec. 10 – 14, 2012
- Week 5 – Mar. 18 – 22, 2013

#### Class 41

- ▶ Week 1 – Jul. 23 – 27, 2012 ◀
- Week 2 – Oct. 22 – 26, 2012
- Week 3 – Feb. 18 – 22, 2013
- Week 4 – May 20 – 24, 2013
- Week 5 – Aug. 12 – 16, 2013

#### Class 42

- ▶ Week 1 – Nov. 12 – 16, 2012 ◀
- Week 2 – Feb. 25 – Mar 1, 2013
- Week 3 – Jun. 10 – 14, 2013
- Week 4 – Sep 16 – 20, 2013
- Week 5 – Dec. 9 – 13, 2013

To enroll participants in any EMP class or to obtain detailed information please contact Tom Stevens at 865-458-3429 or email him at – [inmco@mindspring.com](mailto:inmco@mindspring.com).

### Professional Sales Program

#### Class 12

- ▶ Week 1 – Apr. 23 – 27, 2012 ◀
- Week 2 – Aug. 13 - 17, 2012
- Week 3 – Dec. 03 – 07, 2012
- Week 4 – Mar. 18 - 22, 2013

(Because this program draws on survey feedback from customers and/or distributors, participants must have established customer/distributor relationships.) To enroll participants please call John Barnes at 423-504-5641 or email him at - [john@jbarnesconsulting.com](mailto:john@jbarnesconsulting.com).

### Chronological Calendar – - 2012

EMP 36/4 – FEB 06 – 10  
EMP 37/3 – FEB 20 – 24  
PSP 11/4 – MAR 05 – 09

## Steven's Statement

### INITIATIVE

The role of managers is to solve and prevent problems. Or, as John Barnes and I like to say – “a manager drains swamps!” Think about it – if no problems existed why would a manager be needed? All you would need is a clerk to keep records of the results. When a problem occurs you need someone to take the initiative and solve the problem or drain the swamp. Initiate means to - “begin or originate.” Initiative is - “the power, ability or instince to begin or follow through with a plan or task. The first step or action.”

There are five levels of initiative that a manager can exercise when solving a problrm. (1) wait until you are told what to do - (lowest initiative.) (2) ask what to do. (3) recommend, then take action. (4) act, but immediately report your action. (5) act on your own, then routinely report your actions - (highest initiative.)

Clearly, as a manager you should never indulge in initiatives (1) and (2.) Managers who use initiative (1) has no control over either the timing or content of what they are told and therefore forfeit any right to complain about what they are told to do or when to do it. The manager who uses initiative (2) has some control over the timing but not over the content. Initiatives (3), (4) and (5) keep the manager in control of both the timing and the solution. Level (5) initiative is the highest degree of control.

The manager's job, in relation to their direct reports' initiatives, is twofold - first, to outlaw the use of initiatives (1) and (2), thus giving their team no choice but to have solutions to problems. And, as their manager, you need to practice the following – “I'm interested in hearing the solution to your problem!”

As you gain confidence in your people, you can actually assign levels of initiative to specific problems. Example - on these types of problems use initiative (3). On these types of problems use initiative (4). With these problems use initiative (5). Think of what you could accomplish with a team that is handling, with confidence, most problems at level (5).

How do you reach level (5) with your direct reports? You spend time developing, coaching and training them. This is what winning sports coaches must do since they coach from the sidelines. Too many managers want to be both a player and a coach and wind up failing at both.

It is predictable that you will have problems in 2012. Problems require solutions or they remain problems. Swamps need draining or they remain swamps. A manager with unsolved problems/swamps will soon be spoken of in the past tense and will join the ranks of the unemployed.

Danger - Managers that develop level (5) teams' capable of solving problems and draining swamps - (it is called WINNING) - will always be given bigger problems or swamps to manage. If you do not want to be in a higher tax bracket and coach in the big leagues please ignore everything above.

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## John's Jottings

It's a new year. Have you settled on goals and objectives for the year? Have you communicated to your direct reports what the company goals are, and what their part is? That's fundamental to having a good year.

Research shows the average sales manager and salesperson, left to their own devices, will fail to agree on the sales rep's objectives. This failure to agree is know as the “surprise factor” - and it normally occurs at a level of 30 percent. That is, the average manager and salesperson “aren't in agreement on 30 percent” of what the salesperson should produce for the coming quarter and year.

If you are the sales manager, and if you haven't yet set goals with your direct reports you are vulnerable to the “surprise factor.”

Being a sales manager differs not only from being a salesperson but also from being a supervisor of sales-people. A successful sales manager does the following eight things -

1. Defines the sales objectives for the organization, both long-run and short-run;
2. Defines policies and sales plans that will make others more productive, the policies being guides to action;
3. Makes sure that everyone in the sales organization, from top to bottom, is crystal-clear on their objectives, including quotas and standards of performance for sales growth and profit - (by products, accounts and territories);
4. Manages compensation and other rewards in such a way that people achieve because they want to - (people who achieve agreedupon objectives are rewarded most);
5. Allocates resources in ways that will produce the highest yield;
6. Interprets the organization to top management - and top management to the organization - through commitment to objectives and by getting commitment to objectives from every person in the organization;
7. Is constantly appraising and evaluating the organization and making adaptive moves to keep it going toward its goal;
8. Provides the selection guidelines for bringing new people aboard, adequate training programs to bring them up to standards and uses objective-centered systems to motivate them to go in the right direction, remain with the organization, persist in their efforts and constantly grow in their professional competence.

Sales managers and sales people have the greatest impact on the top line of the financial statement. The one that says “Net Sales”. They also have unusual impact on the the bottom line, the one that determines success and bonuses! Start the year right! Maximize your sales staff's time and their success!

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“Salespeople, like good cooks, create an appetite when the buyer doesn't seem to be hungry and rather than making sales they make customers.”

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## Inner Peace

If you can start the day without caffeine - if you can always be cheerful, ignoring aches and pains - if you can resist complaining and boring people with your troubles - if you can eat the same food every day and be grateful for it - if you can understand when your loved ones are too busy to give you any time - if you can take criticism and blame without resentment - if you can conquer tension without medical help - if you can relax without alcohol - if you can sleep without the aid of drugs - then you are probably **-the family dog!**



## Peace be with you!

*“When dogs die if they don’t go to heaven I want to go where they go!” Mark Twain*

## Hymn #365

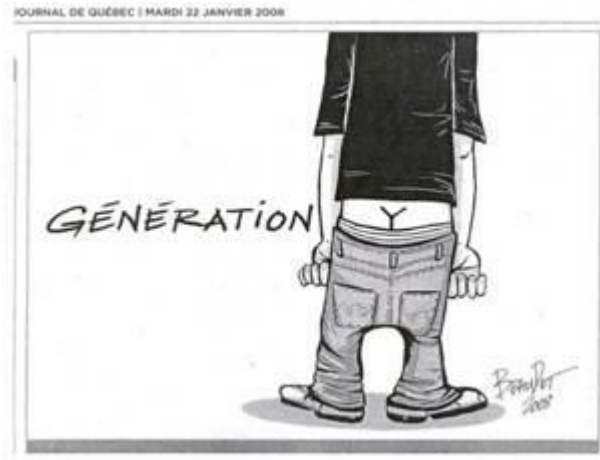
A minister was completing a temperance sermon on the evils of drink. With great emphasis he said, **“If I had all the beer in the world, I’d take it and pour it into the river.”** With even greater emphasis, he said, **“And if I had all the wine in the world, I’d take it and pour it into the river.”** Then finally, shaking his fist in the air, he said with great emotion, **“And if I had all the whiskey in the world, I’d take it and pour it into the river.”** Finishing his sermon, he sat down. The choir master stood and announced, **“For our closing hymn, let us sing hymn #365 - Shall We Gather at the River.”**

## Generation Gap

Social scientists like to give names to the various US generations. We have had the Silent Generation, Baby Boomers, Generation X and now Generation Y. I have always wondered how they come up with these names. I solved the mystery as to why **they are now called Generation Y?**

- Y should I get a job?
- Y should I leave home and find my own place?
- Y should I get a car when I can borrow yours?
- Y should I clean my room?
- Y should I wash and iron my own clothes?
- Y should I buy any food?

However, a cartoonist explained it very eloquently below –



## The English Language

Let's face it - English is a crazy language. There is no egg in eggplant, nor ham in hamburger; neither apple nor pine in pineapple. English muffins were not invented in England or French fries in France. Sweetmeats are candies while sweetbreads, which aren't sweet, are meat. If we explore its paradoxes, we find that quicksand works slowly, boxing rings are square and a guinea pig is neither from Guinea nor is it a pig.

In addition, why is it that writers write but fingers don't fing, grocers don't groce and hammers don't ham? If the plural of tooth is teeth, why isn't the plural of booth, beeth? One goose, 2 geese. So one moose, 2 meese? One index, 2 indices? Doesn't it seem crazy that you can make amends but not one amend? If you have a bunch of odds and ends and get rid of all but one of them, what do you call it?

How can a slim chance and a fat chance be the same, while a wise man and a wise guy are opposites? You have to marvel at the unique lunacy of a language in which your house can burn up as it burns down, in which you fill in a form by filling it out and in which, an alarm goes off by going on.

English was invented by people, not computers, and it reflects the creativity of the human race, which, of course, is not a race at all. That is why, when the stars are out, they are visible, but when the lights are out, they are invisible.

*“If someone doesn’t have a smile, give them one of yours.”*