

**Happy June 1<sup>st</sup>**

Amazing – 42% of 2010 is behind us and part of history.

**Congratulations**

**ALP** = Advanced Leadership Program

**ELD** = Enterprise Leadership Development - CommScope

**EMP** = Executive Management Program

**IMP** = In-house Management Programs

**PSP** = Professional Sales Program

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*“The best way to get ahead is to teach the people below you how to get ahead. You never get promoted when no one else knows how to do what you do now. Most people get promoted by being pushed up from underneath rather than pulled up from the top.”* David K. David

*“Growing old is mandatory - growing up is optional.”*

**Seminars in 2010****Executive Management Programs****Class 32**

→ **Week 1** – Jun. 21 – 25, 2010 ←

**Week 2** – Sep. 27 – Oct. 01, 2010

**Week 3** – Dec. 13 – 17, 2010

**Week 4** – Mar. 07 – 11, 2011

**Week 5** – Jun. 13 – 17, 2011

**Class 33**

→ **Week 1** – Aug. 16 – 20, 2010 ←

**Week 2** – Nov. 15 – 19, 2010

**Week 3** – Feb. 21 – 25, 2011

**Week 4** – May 16 – 20, 2011

**Week 5** – Aug. 15 – 19, 2011

**Class 34**

→ **Week 1** – Oct. 18 – 22, 2010 ←

**Week 2** – Jan. 24 – 28, 2011

**Week 3** – Apr. 11 – 15, 2011

**Week 4** – Aug. 08 – 12, 2011

**Week 5** – Nov. 07 – 11, 2011

*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 Eleven**

→ **WEEK 1** – Aug. 02 – 06, 2010 ←

**WEEK 2** – Nov. 01 – 05, 2010

**WEEK 3** – Mar. 21 – 25, 2011

**WEEK 4** – Aug. 15 – 19, 2011

*(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).*

**Up Coming Seminar Weeks**

EMP 31/2 • JUN 14 – 18

EMP 32/1 • JUN 21 – 25

PSP 10/2 • JUL 19 - 23

ELD 2/5 • JUL 26 – 30  
(Hickory, NC)

PSP 11/1 • AUG 2 – 6

EMP 30/4 • AUG 9 – 13

EMP 33/1 • AUG 16 – 20

EMP 28/5 • AUG 23 – 27

EMP 31/3 • SEP 20 – 24

EMP 32/2 • SEP 27 – OCT 1

EMP 34/1 • OCT 18 – 22

PSP 11/2 • NOV 1 - 5

EMP 30/5 • NOV 8 - 12

## Executive Management Test

1. How long did the Hundred Years War last?
  - 116 years – 1337 - 1453
2. Which country makes Panama hats?
  - Ecuador
3. From which animals do we get catgut?
  - Sheep and horses
4. In which month do the Russians celebrate the October Revolution?
  - November 7th
5. What is a camel's hair brush made of?
  - Squirrel fur – sometimes horsehair, wool & bear fur
6. The Canary Islands in the Pacific are named after what animal?
  - Dogs
7. What was King George VI's first name?
  - Albert
8. What color is a purple Finch?
  - Male is crimson – Female is brown
9. Where are Chinese gooseberries from?
  - New Zealand – also known as Kiwi
10. What is the color of the black box in a commercial air plane?
  - Orange

Those of you who have attended our seminars are familiar with Kerry Wilson, our terrific server at Calhoun's since 2001. Kerry got 8 of the 10 correct – she missed questions 6 and 8. By the way - she did not look the answers up!

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"Intelligence is quickness in seeing things as they are."  
George Santayana

"Not by years but by disposition is wisdom acquired."  
Plautus  
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### Food For Thought

1. You cannot legislate the poor into prosperity by legislating the wealthy out of prosperity.
  2. What one person receives without working for, another person must work for without receiving.
  3. The government cannot give to anybody anything that the government does not first take from somebody else.
  4. When half of the people get the idea that they do not have to work because the other half is going to take care of them, and when the other half gets the idea that it does no good to work because somebody else is going to get what they work for - that is the beginning of the end of any nation.
  5. You cannot multiply wealth by dividing it.
  6. The government does not make a profit on anything they do – it is strictly a cost center.
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## John's Jottings

### Prospecting III - Role of Sales Force

If you were to ask sales people what aspect of their job they least liked, I bet a strong plurality would say prospecting - "cold calling." It's hard work, usually with only a long, slow payoff. True enough - but it's still one of the most strategic activities of the job, if not the most strategic. It must be done. Here are some ideas, none of them new or unique.

First, make time to do it. Set yourself a goal. Perhaps you will commit to making at least one cold call a week, or a month. Commit to doing this with the same regularity you pay your mortgage. You could consider letting your mortgage payment remind you to make a prospecting contact. (Only kidding! However, you get the idea.)

Second, establish your targets. Assemble a list of inactive customers or a list of prospective customers. In building your list, don't forget to include companies who may be your competitors' current customers. Many of them may be having problems with their current suppliers.

Third, make it easy to reply. That means providing your contact information in user-friendly ways. Insert your email address so that the user only has to click on it to send you a reply.

If you use the phone, be sure to speak slowly and distinctly, especially when leaving your phone number. In addition, give it twice so that the responder doesn't have to replay the message to get your number right. Make sure your cell phone provides its number when you make a call.

Fourth, be persistent. It takes time to establish a new relationship, and that's what you are doing. Your success will likely require several attempts. Research shows that an average of nine calls are made before a new customer generates an order, but that the average sales person gives up after only four or five attempts. Be persistent.

Fifth, ask questions. When you do get the call back, or the phone answered or the personal contact, ask questions. What problems is this potential customer having that you may be able to help with? This is a great opportunity to learn about a new customer's business.

Be sure to ask "what else", and then wait. What you hear may be a real opening. Don't be in a rush to respond to the first issue you hear about. This is an opportunity to learn about them. This is problem solving in its purest form, and that is always profitable.

Lastly, follow through quickly and comprehensively. Don't get distracted by a call from a current customer with a hot issue and forget your commitment to the new customer.

I doubt anything above is new. You know it. You have done it before. Make a commitment to do it again. Make prospecting a HABIT. What difference would it make to your company if you and each of your colleagues produced only one new customer per year? Just go do it!!

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