

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

Hard to believe that at the end of this month we will have completed the first quarter of 2012. Did you get everything done this quarter that you had planned? And don't forget – March 14 is "Save a Spider 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 Programs  
MCG = Managing Change Workshops  
PSP = Professional Sales Program

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**Learning**

You might have noticed the box around the BCS/INM NEWSLETTER in the heading. This is the result of my grand daughter Margaret teaching and old dog new tricks with Word. As we say in TN – "She learned me good!"

**What is up?**

There is a two-letter word that perhaps has more meanings than any other two-letter word, and that is 'UP.'

It's easy to understand UP, meaning toward the sky or at the top of the list, but when we awake in the morning, why do we wake UP? At a meeting, why does a topic come UP? Why do we speak UP and why is it UP to the secretary to write UP a report? . If you want to see the rest of this, you will have to look it UP on page three.

**Seminars Starting 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**

- PSP 11/4 – MAR 05 – 09
- EMP 37/3 & 38/3 – MAR 12 - 16
- FMP 40/1 – MAR 19 - 23
- EMP 39/2 – APR 16 - 20
- EMP 37/4 – MAY 07 – 11
- EMP 36/5 – MAY 21 - 25
- EMP/40/2 – JUN 11 - 15
- EMP 38/4 – JUN 25 - 29
- EMP 39/3 – JUL 16 - 20
- EMP 41/1 – JUL 23 - 27
- EMP 37/5 – AUG 06 - 10
- EMP 38/5 – SEP 10 - 14
- EMP 40/3 – SEP 17 - 21
- EMP 39/4 – OCT 15 - 19
- EMP 41/2 – OCT 22 – 26
- EMP 42/1 – NOV 12 – 16
- EMP 40/4 – DEC 10 – 14

## **Steven's Statement**

Is your organization really interested in the care and feeding of your customers? I wonder? When did you last check? A recent experience has caused me to ask this question.

Being a dutiful and loving husband, I arranged through the internet to send "what'shername" flowers and chocolates on Valentines Day. I received an email thanking me for the order - another telling me the flowers had been picked up - and a third informing me that the flowers had been delivered. They were right, of course.

When Kate was taking the flowers out of the box to arrange them in the provided vase, she noticed some spots on the greenery. Upon further checking with a magnifying glass, we discovered the spots were spiders. Little ones, but spiders never the less. We counted 26 of the arthropods - evidently, we had inherited an entire spider family for Valentines Day.

Being a good customer, I proceeded to notify the company via email of our spider find. I immediately received a return email telling me they would like to replace the flowers with more flowers - at no cost. I replied - "Please, no more flowers. Our interest in spiders has been satisfied."

Shortly afterwards we received another email. The sender thanked me for my response and informed me that they appreciated the time I took to send them my comments. He then wrote, "We are always glad to hear positive feedback from our customers and will forward your comments to the team."

"Positive comments," - if spiders in their flowers are positive I wonder what a negative comment would be? I have a visual image of "the team" giving high fives all around and yelling that the spiders got through and found a home. It was obvious that the emails were boilerplate and sent without my emails being read. This email also advised that they would send more flowers - what did we want? Again I replied, "No more flowers or spiders!"

Then success! A third email was received apologizing for the spiders and informing me that our account had been credited. I replied, thanking this individual for finally reading a customer email. I also wondered if the CEO was aware of the problem? Some research on my part indicated that the USDA was currently investigating the problem of spider infestation. They are particularly worried about members of the Brown Recluse family of spiders. It seems they flourish in warm, humid climates. This is where large numbers of flowers are grown that are imported into the US.

Another email assured me that she was informing the proper individuals and department of the potential problem. (I wonder?) I since have discovered that several States have laws on importing spiders even though the Federal Government does not.

So, that is the reason for my question. Do you have a Customer Care group that really cares? How do you know? When and how did you last check?

## **John's Jottings**

According to the American Heritage dictionary of the English Language, fourth edition, plan means n. 1. a scheme, program, or method worked out beforehand for the accomplishment of an objective: a plan of attack. 2. A proposed or tentative project or course of action: Had no plans for the evening.

The verb "plan" means to formulate a scheme or program for the accomplishment, enactment, or attainment of: plan a campaign. 2. To have as a specific aim or purpose; intend: They plan to buy a house.

Aesop simply said, "Think before you act." Epictetus put it, "In every affair consider what precedes and what follows, then undertake it."

The Executive Management Program puts an emphasis on planning because we all have the same amount of time. It's not a matter of how much time; it's how we use the time we have. Our probability of success is increased if we better utilize our time, i.e., we must plan.

The Executive Management Program offers several tools for planning. Some relate to the long run - others apply to the short run. All assume you know your goals. Let's review two tools for you to consider if you need to do more.

Long-range planning. See unit 2 in the week two manual for those wishing to review. One cannot predict the future, nor can one control the future. All one can do is develop plans based on the contemplation of the future. We suggest being as specific as possible in developing your contemplations so that you will be able to tell as soon as possible if the assumptions behind your plans change and render your plans obsolete.

George Bernanos says - "A thought which does not result in an action is nothing much, and an action which does not proceed from a thought is nothing at all." That's why we suggest a process that transfers assumptions to actions, the Impact Area process - see unit 3 of the week two manual. Step four calls for explicitly identifying who will do what and by what time. Being explicit provides for accountability. As Dietrich Bonhoeffer said - "Action springs not from thought, but from a readiness for responsibility." Don't forget this!

Another tool is the "Will Do" list. Where long-range planning relates to months and years, the "Will Do" list relates to daily planning. It is discussed in the week three manual, unit 8 - (for PSP grads week one manual, unit 8).

Jot down a list of things you commit to doing before the end of the day. Assign priorities according to the actions' importance in achieving your goals and objectives. Estimate how many 20-minute segments each will take. Then periodically review throughout the day. These are the actions that you said you WILL DO today. If you have a time of day that you are sharper than in other parts of the day, try to use that time for addressing your WILL DO list.

Make this a habit. It will help you increase the value of your time and enable you to focus on the Urgent & Important matters in your business and your life!

## **PSP = Professional Sales Program**

Most of our newsletter readers are familiar with the Executive Management Program. After all, that is what many of you have experienced. You know that the application of processes and EMP management tools have helped increase your effectiveness as a manager.

What is the Professional Sales Program all about? It teaches participants processes and presents sales tools that increase the effectiveness of your sales people.

Why single out sales people with a special program? Because of the impact, they can and do have on your overall results. Consider the following scenarios.

Scenario 1 - because of business realities, you cannot hire another sales person. However, if each of your existing sales people were to shorten their selling cycle by just 10% they could sell that much more. A big increase without adding more human resources.

Scenario 2 - your market may be super competitive - your sales people are giving up price to get the order. They may be giving product specification concessions. Making delivery commitments that make it more difficult - (expensive) - to deliver. They are doing these things without getting a premium. How does that affect your financials?

Suppose they didn't make the price or specification concessions and/or the delivery commitments? Or suppose they got premiums for making those added commitments. What would that mean to your financial results?

Scenario 3 - suppose your sales person through careful listening and skillful questioning uncovered a new application for your existing product line? Certainly, this is possible, even likely. Customers talk to their trusted reps about problems - are your reps listening?

Scenario 4 - your sales person carefully grows a new customer from a small consumer to a large consumer of your products/services. In the process, your sales rep turns into a super customer service representative, slipping away from their most strategic function of prospecting for new customers. Are you comfortable that your sales representatives are prospecting, especially when current customers are buying?

Lastly, suppose your rep negotiated a two percent increase in the selling price? How would that affect your financial measures? I have yet to find the first sales person tell me that he/she got everything he/she could. They say they could have gotten at least one percent more in price. When I ask why they didn't, they say they were not comfortable with the tension, increased risk of losing the sale or the customer - especially when it didn't make any difference to them personally.

The Professional Sales Program is a four-week seminar that meets one week every four months. It introduces and explores tools and processes designed to exploit the participant's true sales potential thereby resulting in better corporate financial results and personal growth. Week four, the finance week, sales program participants meet together with the week 5 Executive Management Program par-

ticipants to build dialog, discuss each other's concerns and explore the financial implications of more effective selling.

The program uses three surveys. One survey solicits observations of distributors, a second survey collects observations of customers and a third survey obtains the observations of the sales person's internal co-workers. Contrary to what you might think, distributors and/or customers do provide excellent survey responses. This is their opportunity to give comprehensive feedback to their representative in a non-threatening way.

At the end of the program, approximately one-year later customers, distributors and co-workers are resurveyed and new analyses performed.

This survey process is one reason why this program is for experienced sales people, not beginners nor reclamation projects. Participants must have established relationships with distributors and/or customers.

Armed with sharpened tools and fresh insights from customers and/or distributors participants report increased productivity and a renewed enthusiasm for selling. Selling products that will not come back at higher prices to customers who will come back - because of increased satisfaction.

The schedule for the four weeks is the same as you are accustomed to - Monday, 8:03 am to Friday, 9:57 am allowing participants to return home by the end of the workweek. The seminar meets at the Airport Hilton in Knoxville, TN even though there have been requests to hold the winter sessions in south Florida and summer sessions in Switzerland.

Now, for the shameless commercialism. The next Professional Sales Program, class 12, starts April 23. If you have sales people you would like to enroll, please click on the following link and send me their name and contact information - [john@jbarnesconsulting.com](mailto:john@jbarnesconsulting.com)

If you would like a comprehensive listing of each week's content, let me know - I'll be happy to email it to you.

Here's a 2012 toast - To increasing sales, higher margins and more productive, effective, PROFESSIONAL sales people!

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"There is no such thing as 'soft sell' or 'hard sell' - there is only 'smart sell' or 'stupid sell'." Charles Bower

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UP - con't.

In addition, we brighten UP a room, polish UP the silver; we warm UP the leftovers and clean UP the kitchen. We lock UP the house and some guys fix UP the old car.

At other times, the little word has real special meaning. People stir UP trouble, line UP for tickets, work UP an appetite, and think UP excuses. To be dressed is one thing, but to be dressed UP is special. A drain must be opened UP because it is stopped UP. We open UP a store in the morning but we close it UP at night. We seem to be pretty mixed UP about UP!

For now, my time is UP. Therefore, it is time to wrap it up and shut UP before you are fed UP!