

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

31 days and we print our last 2012 Newsletter. 60 days and we say goodbye to 2012. 55 days and we celebrate Christmas. 6 days and we vote in the US. Please remember to vote.

**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 Workshop

**NEG** = Negotiation Program - CommScope

**PSP** = Professional Sales Program

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**Professional Sales Program**

Class 13 of the Professional Sales Program will start INM's New Year. See page 2 for a description of this program.

**Performance Evaluation Quotes**

*“Since my last report, this employee has hit rock bottom and has started digging.”*

*“His employees would follow him anywhere, but only out of morbid curiosity.”*

*“I would not allow this employee to breed.”*

*“This employee is not so much of a has-been, but more of a won't-be.”*

**Seminars Starting In 2012 - 2013****Executive Management Programs****Class 43**

- ▶ **Week 1** – Feb. 11 – 15, 2013 ◀
- Week 2 – May 06 – 10, 2013
- Week 3 – Aug. 19 – 23, 2013
- Week 4 – Nov. 11 – 15, 2013
- Week 5 – Feb. 17 – 21, 2014

**Class 44**

- ▶ **Week 1** – May 13 – 17, 2013 ◀
- Week 2 – Sep. 09 – 13, 2013
- Week 3 – Dec. 16 – 20, 2013
- Week 4 – Mar. 17 – 21, 2014
- Week 5 – Jul. 14 – 18, 2014

**Class 45**

- ▶ **Week 1** – Aug. 26 – 30, 2013 ◀
- Week 2 – Nov. 18 – 22, 2013
- Week 3 – Mar. 10 – 14, 2014
- Week 4 – Jul. 21 – 25, 2014
- Week 5 – Oct. 06 – 10, 2014

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

**Chronological Calendar – 2012 & 2013**

EMP 42/1 – NOV 12 - 16

PSP 12/3 – DEC 03 – 07

EMP 40/4 – DEC 10 – 14

**HAPPY NEW YEAR!**

**2013**

PSP 13/1 – JAN 14 - 18

EMP 39/5 • JAN 21 – 25

▶ EMP 43/1 • FEB 11 – 15 ◀

EMP 41/3 • FEB 18 – 22

EMP 42/2 • FEB 25 – MAR 01

PSP 12/4 & EMP 40/5 • MAR 18 – 22

PSP 13/2 – APR 29 – MAY 03

EMP 43/2 • MAY 06 – 10

▶ EMP 44/1 • MAY 13 – 17 ◀

EMP 41/4 • MAY 20 – 24

EMP 42/3 • JUN 10 – 14

EMP 41/5 • AUG 12 – 16

EMP 43/3 • AUG 19 – 23

▶ EMP 45/1 • AUG 26 – 30 ◀

EMP 44/2 • SEP 09 - 13

EMP 42/4 • SEP 16 - 20

PSP 13/3 – SEP 23 - 27

EMP 43/4 • NOV 11 – 15

EMP 45/2 • NOV 18 – 22

PSP 13/4 & EMP 42/5 • DEC 09 – 13

EMP 44/3 • DEC 16 – 20

**HAPPY NEW YEAR!**

## **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 the EMP management tools have helped increase your effectiveness as a manager.

What is the Professional Sales Program all about? It teaches participants processes and provides sales tools that increase the effectiveness of your sales personnel. 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 accepting tighter product specifications. Making delivery commitments that make it more difficult - (*expensive*) - to fulfill. They may do 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 bottom line?

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 sales reps about their problems - are your reps listening?

Scenario 4 - your sales person carefully grows a 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 for new customers, 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 performance? We have yet to find the first sales person tell us that he/she got everything he/she could. They say they could have gotten at least one percent more in price. When we ask why, 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.

Units from the Executive Management Program such as - "Managing Conflict," "Negotiating / Bargaining," "Time Management," etc. have been modified for sales. New units such as - "The Consulting Sales Person," "Sales Problem Solving," "Sales & Marketing Audits," "Sales Accountability Planning," "Sales Impact Areas," etc. have been developed.

For week 4, the Finance week, sales program participants meet with the week 5 Executive Management Program participants 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 the 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 and Supervisor. 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 sales rep in a non-threatening way.

At the end of the program, approximately one-year later Customers, Distributors, Co-workers, and Supervisors 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, Co-workers plus their Supervisor our participants report increased productivity and a renewed enthusiasm for selling. Selling products at higher prices, which will not come back to customers who will come back - because of their increased satisfaction.

Now, for the shameless commercialism. The next Professional Sales Program, class 13, starts January 14 - 18, 2013. If you have sales people you would like to enroll, please click on the following link and send us their name and contact information - [john@jbarnesconsulting.com](mailto:john@jbarnesconsulting.com).

If you would like a detailed description of each week's content, let us know. We will be happy to email it to you. The class calendar is as follows -

WEEK 1 - JAN 14 - 18, 2013  
WEEK 2 - APR 29 - MAY 3, 2013  
WEEK 3 - SEP 23 - 27, 2013  
WEEK 4 - DEC 9 - 13, 2013

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## US Election Day – November 6

While walking down the street one day a politician was hit by a car and died. His soul arrives in heaven and St. Peter meets him at the entrance. "Welcome to heaven," says St. Peter. "Before you settle in, it seems there is a problem. We seldom see a high political official around these parts so we're not sure what to do with you." "No problem, just let me in," says the politician. "Well, I'd like to, but I have orders from higher up. What we'll do is have you spend one day in hell and one in heaven. Then you can choose where to spend eternity." "Really? I've made up my mind and I want to be in heaven," says the politician. "I'm sorry, but we have our rules."

And with that, St. Peter escorts him to the elevator and he goes down, down, down to hell. The doors open and he finds himself in the middle of a beautiful golf course. In the distance is a clubhouse and standing in front of it are all his friends and other politicians who had worked with him. Everyone is very happy and in evening dress. They run to greet him, shake his hand, and reminisce about the good times they had while getting rich and powerful at the expense of the taxpayers. They play a friendly game of golf and then dine on lobster, caviar and the finest champagne. Also present is the devil, a very friendly fellow having a good time dancing and telling jokes. They are all having such a good time that before the politician realizes it, it is time to go. Everyone bids him a hearty farewell and waves while the elevator rises.

The elevator goes up, up, up and the door reopens in heaven where St. Peter is waiting for him. "Now it's time to visit heaven." So, 24 hours passes with the politician joining a group of contented souls moving from cloud to cloud, playing the harp, and singing. They have a good time and, before he realizes it, the 24 hours have gone by and St. Peter returns. "Well now, you've spent a day in hell and another in heaven. Now choose your eternity." The Politician reflects for a minute, then answers. "Well, I would never have said it before, I mean heaven has been delightful, but I think I would be better off in hell."

St. Peter escorts him to the elevator and he goes down, down, down to hell. The doors of the elevator open and he's in the middle of a barren land covered with waste and garbage. He sees all his friends, dressed in rags, picking up the trash and putting it in black bags as more trash falls to the ground.

The devil comes over to him and puts his arm around his shoulders. "I don't understand," stammers the politician. "Yesterday I was here and there was a golf course and clubhouse, and we ate lobster and caviar, drank champagne, and danced and had a great time. Now there's just a wasteland full of garbage and my friends look miserable. What happened?"

The devil smiles at him and says, "Yesterday we were campaigning, today, you voted."

When you vote in six days, please make sure you really know what you are voting for! It could be an eternity.

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"All politicians die at last by swallowing their own lies." John Arbuthnot

"They serve their party best by serving their country best." Rutherford B. Hayes

"When the political columnists say 'Every thinking person' they mean themselves, and when the candidates appeal to 'every intelligent voter' they mean everyone who is going to vote for them." Franklin P. Adams

"Politicians are acrobats. They keep their balance by saying the opposite of what they do." Maurice Barrès

"The more you read and observe about this political thing the more you got to admit that each party is worse than the other." Will Rogers

"An independent is the one who wants to take the politics out of politics." Will Rogers

"It would be a great reform of politics if wisdom could be spread as easily and as rapidly as folly." Sir Winston Churchill

"Persistence in one opinion has never been considered a merit in political leaders." Cicero

"Political skill is the ability to foretell what is going to happen tomorrow, next week, next month and next year. And to have the ability afterwards to explain why it didn't happen." Sir Winston Churchill

"Political speeches are the defense of the indefensible." George Orwell

"There are many politicians who will defend to my death their right to tell me what to do." M. Thomas

"Politics is based on the indifference of the majority." James Reston

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**VOTE NOVEMBER 6**