
Profitable Performance

June

Volume 4 Issue 6

NEW IMAGE ASSOCIATES
Adding Science To Talent Development

Managing Stress

The business world is filled with many challenges and opportunities. In order for a business to take advantage of opportunities and overcome the challenges, a businessperson must be able to continuously perform at top levels of achievement. When stress is not managed it consumes much of a persons energy; therefore, not allowing great portions of that persons capabilities to be effectively used in the work or personal environment.

A Simple Stress Test

Take the Business Owners Stress Test

1. I am impatient with others at least several times a week.
2. I worry about the sustainability of my company's revenue streams.

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How Are You Managing Stress?

The Top 10 Audit Questions: Customer Service

1. How do we define customer satisfaction?
2. How much should we be spending on retaining customers?
3. Why do customers defect?
4. What report/index/measurement do we need daily/weekly, etc. to track our progress in this area?
5. What are the needs that our customers haven't even asked us to fulfill for them?
6. How rapidly are customer questions/problems responded to and/or resolved?
7. Do customer questions/complaints get forwarded to our product/R&D/systems people?
8. Are our customers delighted, or just satisfied?
9. Do our customers brag to their friends about our product or service?
10. If we were a customer, where would we ask the company to improve?

Original Source: T. Leonard, Coachville



Continued from page one – *Managing Stress*

3. I have business debt that is more than 20% of my annual revenues.
4. My spouse (or employees), just don't get how big a job this is.
5. Given the effort I'm putting in, my net income is nowhere near high enough.
6. If I wasn't here, the place would fall apart within a month.
7. I can't seem to attract – or keep – the right staff.
8. I'm doing tasks that I do not like or am not very good at.
9. I am working more than 10 hours a day.
10. I am running faster and harder than I probably should be.

If you have checked off three to five then you might consider what stress points could be reduced and how you will go about accomplishing that reduction. Consider stress management as an investment in your business, no different than any capital expense. As a small business owner your largest single capital investment is yourself.

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Motivational Quotes

When you get to the end of your rope, tie a knot and hang on.

~ Franklin D. Roosevelt

He who rules must humor fully as much as he commands.

~ George Eliot

Where Is Your Comfort Zone?

Does the following cartoon speak to you?



The Choice Question –

Are you making choices because they are in your comfort zone or are you making choices to take you where you need and desire to go?

How To Improve Persuasion Power

To upgrade your persuasive power, capitalize on these situations:

- ♦ **Lend a sympathetic ear.** When an employee discusses a problem, listen with patience and understanding. By showing that you care, you earn a reputation as a sensitive manager. That will pay off when you ask your staff to sacrifice to attain or stretch goals.
- ♦ **Feed off others' enthusiasm.** When someone presents a new idea, support it. Don't look to shoot holes in what you hear. *Example:* Your boss may want you to be upbeat about a new product rollout, so focus on opportunities rather than criticism. *Payoff:* If you do have legitimate concerns about the project, this gives you the credibility to raise them later.



Source: Robert L. Dilenschneider, writing in *Executive Excellence*.

Web Site Of The Month!

The Library of Congress

The Library of Congress has an incredible site for historical references and catalogs. You can also learn what Congress is doing on a daily basis. One of the more interesting things I found was a scanned image of General Benedict Arnold's letter to George Washington asking that Washington spare his wife and child after Arnold had fled.

Check it out at: www.loc.gov

How To Set Up A Gift Certificate Sales Incentive

1. Select your gift certificate provider(s). Match the demographics of your sales force with the merchant's demographics.
2. Establish specific, measurable, attainable, realistically high goals. Determine the program's duration.
3. Set up results reporting for the participants.
4. Plan the redemption and fulfillment procedures with the merchant.
5. Communicate the goals and rewards to the participants. *Create excitement in the program!*
6. Enjoy the results.



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ONE MINUTE IDEAS

Customer Service

Use positive language – not negative – to ask customers how satisfied they are.

Say: "Can you suggest ways for us to improve our service?"

Not: "Do you have any complaints?"

Test Phone Skills

Need to hire someone for a job that requires good phone skills? Consider the approach used by Chuck Surack, president of Sweetwater Sound in Fort Wayne, Ind.:

- ◆ **Run an ad** listing only the job and a phone number to call.
- ◆ **Have callers listen** to a brief message describing your company, and then give them five minutes to persuade you to hire them.
- ◆ **Invite only those who provide** an impressive "audio resume" to submit a resume in writing.

Source: Inc., Boston, MA



Power Words

Panacea (pan uh SEE uh) n. - something that cures everything

Example: The administration seemed to believe that a tax cut would be a panacea for the country's economic ills.

Paltry (PAWL tree) adj. - insignificant; worthless

Example: The lawyer's efforts in our behalf were paltry; they didn't add up to anything.

Palpable (PAL puh bul) adj. - capable of being touched; obvious; tangible

Example: There was palpable danger in flying the kite in a thunderstorm.



Do what you can, with what you have, where you are! ~ Theodore Roosevelt



INSIGHT !

...THE ABILITY TO SEE AND
UNDERSTAND CLEARLY THE INNER
NATURE OF THINGS

THE POWER OF INTANGIBLE ASSETS

A comparison of over 400 benchmarks indicated that two critical competencies (Self Management and Personal Accountability) frequently appear in the top 7 attributes (personal skills) of the following positions or areas:

- CEO
- Executive
- Vice President
- Technical
- Customer Service
- Managers
- Supervisors
- Outside Sales

Self Management is defined as the ability to objectively and accurately assess one's own strengths and developmental needs, and to be realistic in deciding what one is capable of doing and in what time one can do it.

Personal Accountability is the ability to be responsible for the consequences of one's own decisions and actions; taking responsibility for these decisions, and not shifting focus on blame or poor performance somewhere else, or on others.

How important are these skills to success in your world?

Does your assessment process highlight the level of these strengths in key positions in your organization? Does it offer self-paced learning opportunities for improvement in these skills?

Please contact me ASAP if your answer to either of these questions was less than a resounding "YES!"

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