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# Profitable Performance

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New Image Associates

ADDING SCIENCE TO TALENT DEVELOPMENT

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## *Top Performers Motivate Others To Excel*

Georganne Bender, a professional speaker and trainer, shares these tips about using top performers as role models:

### **1. Proceed with caution.**

If you plan to hold up one of your team members as a star performer, make sure that the title is deserved. You might think this person is great, but the sales figures have to back you up. It's easy to think people are great if they remind you of yourself – they think like you, act like you and sell like you. That's dangerous; it can tilt your judgment about people. If you base superstar status simply upon your own perception you're heading for trouble, because other salespeople will know the truth. The superstar – and you – will lose the team's respect.

### **2. Use a team approach.**

Use your top performers' strategies and techniques to help the others in your organization.

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*Use Top Performers as Role Models and Mentors*

## *The Selling Arena*

A lot has changed in recent years in all aspects of business. A lot has changed in the field of sales and it continues to change at an even faster pace. What sold out last year may not sell at all this year. Last year's status symbols may be this year's discount items. We've changed. Today's salesperson is better educated, more knowledgeable and more concerned with success than ever before. Your buyers have changed. Today's buyer is smarter,

better informed and more experienced than ever before. In a growing number of industries, sales decisions are being made by a number of people, often at different levels in the organization.

A large part of success in sales today is being able to identify who your buyer really is. An influx of more and better competition means that the differentiation between products is always changing.

### **More and more, the determining factor in why a customer buys is not product superiority but the salesperson's superiority.**

Today's buyers are not being sold, they are buying...and they are buying for all kinds of reasons.

This is the challenge facing you today. To excel in the field of sales you must understand who your potential customers are, what they want, when you should call on them, where you can relate your product's features and benefits to their needs and why they will buy. Selling in today's complex environment is a tremendous challenge.

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Star performers become team leaders, sharing their strategies with a few other team leaders. Each team leader trains a group of salespeople in the star performers' methods. Now, instead of just one person "dictating" success methods, you have a number of team leaders. Reps who don't like working with your stars can still benefit from the star performers' strategies. It's simply easier to hear them from someone else.

***"If you plan to hold up one of your team members as a star performer, make sure that the title is deserved."***

### **3. Avoid presenting awards in a way that demoralizes non-winners.**

A popular "motivational" technique in the 1980s suggested that corporations host a dinner meeting where top performers were treated to steak and lobster and expensive champagne. Lesser performers sat at another table and were served beans and franks. The not-so-subtle lesson: If you want to sit with the winners, you've got to be a winner. Otherwise, you are a loser. After a presenter suggested this at a recent meeting, the company's vice president of sales told us that he once worked for a company that held one of these dinners. "The whole thing backfired. Those of us at the 'bean table' were so demoralized I don't think the company ever recovered. I wasn't the top performer that year, but I wasn't a slouch either. I began looking for a new job the very next day. I didn't want to work for a company that treated its people that way."



### **4. Presenting awards the right way motivates everyone.**

To do it right, don't limit recognition to just the superstars. For example, at one awards banquet each winner was called to the stage individually and given an award by the CEO and other company personnel. The first award winner was a woman. When the CEO finished speaking, a video lit up the screen. It was the award winner's husband:

*Continued on next column –*

"I am so proud of you and what you've accomplished. I don't know how you do it, but you do it all and you do it well..." The video also included clips from her children, her co-workers and her boss. The same type of presentation honored each of the year's award winners. Afterwards, the winners' families joined them on stage. There wasn't a dry eye in the house. One attendee, a non-winner, said that this ceremony motivated him more than any other he had ever attended, including the times he had won an award: "The boss could ask any one of us to do anything after that meeting and we'd do it, because we knew how strongly the company believed in us." ▲

Georganne Bender and her partner Rich Kizer specialize in customer retention for all businesses. For more information, call 1-888-215-1839, email [info@kizerandbender.com](mailto:info@kizerandbender.com) or visit [www.kizerandbender.com](http://www.kizerandbender.com).

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### ***Continued from page one – The Selling Arena***

To succeed in this challenge requires innovative ideas and finely developed skills. You must constantly look for ideas and techniques that need to be learned or improved. You must continuously strive to develop skills that will succeed in today's complex environment.



The focus is on improvement and excellence. Satisfaction with the status quo has no place in the world of sales today!

**Successful salespeople are good...and they know they're good!**

They are good because they are constantly striving to get better...to improve their skills, their knowledge, their income, and their success. Coincidence or change is a rare factor in success.

Are you ready to take your company to the next level? Call today for a free consultation.

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## Productivity Boost!

### Goal Setting - "The Savvy 16"

*"If everybody was satisfied with himself, there would be no heroes." — Mark Twain*

1. What are your top five business goals?
2. What are your top five personal goals?
3. Do these goals coincide with each other?
4. What rewards do each of these goals give to you?
5. What are the consequences of not achieving each of these goals?
6. What is standing in your way from accomplishing these goals?
7. What are the solutions for each obstacle?
8. What action steps must you take to overcome each obstacle?
9. What are the targeted completion dates for each obstacle?
10. What is the targeted completion date for each goal?
11. What has worked for you in the past for achieving goals?
12. What has not worked for you in the past for achieving your goals?
13. Has procrastination kept you from achieving your goals?
14. If so, how will you overcome your tendency to procrastinate?
15. Do any of your goals, when completed; have the power to transform your personal and/or professional life?
16. If so, when will you start?

These are just a few of the areas in which you will need specific answers in order to be prepared for opportunities, the future, and success.

We will have additional questions and information in future articles to help you "Boost Productivity"

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*"Take the most difficult challenge you are now facing and turn it into the greatest opportunity to grow simply by changing how you see it.*

*Dead ends then become turning points."*

— Bob Perks



## ONE MINUTE IDEAS

### Hiring Challenges?

#### The Lack of Desire Impact

**Explanation:** Candidates who lack desire tend to set the bar very low for themselves. While some of them are committed to their success, their idea of success is not very impressive. In most cases, candidates with lack of desire just don't want success badly enough at this point in time.

**Impact:** This candidate will avoid doing the things that don't seem comfortable or important and will focus on those activities and behaviors that are enjoyable and comfortable. This person will take the path of least resistance.

An individual with *lack of desire* is never recommended for hiring.

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# November – Election Time



**Illinois Democrat Carol Moseley-Braun becomes the first black woman elected to the U.S. Senate – Nov 3, 1992**

**Strom Thurmond of South Carolina becomes the first senator to be elected as a write-in candidate – Nov 3, 1954**

**Americans observe the first uniform Election Day – Nov 4, 1845**

**Suffragist Susan B. Anthony is fined \$100 for attempting to vote in a presidential election – Nov 5, 1872**

**President John F. Kennedy is assassinated in Dallas, Lyndon B. Johnson is sworn in as his successor – Nov 22, 1963**

## Presidential Election Turnout

Year	Total Votes Cast	Turnout (%)
1960	68,838,204	63.06
1964	70,644,592	61.92
1968	73,211,875	60.84
1972	77,718,554	55.21
1976	81,555,789	53.55
1980	86,515,221	52.56
1984	92,652,680	53.11
1988	91,594,693	50.11
1992	104,405,155	55.09
1996	96,456,345	49.08
2000	106,913,005	51.12

Source: Federal Election Commission



## INSIGHT !

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

### THE NINE PITFALLS OF ORGANIZATIONAL CHANGE

- 1) **Need-technique mismatch**
  - ❖ Prescription without proper diagnosis
- 2) **Failing to make systemic changes**
  - ❖ Allowing misalignments to derail success
- 3) **Overuse of process teams**
  - ❖ Avoiding an unpleasant personnel decision by instituting process
- 4) **Not making decisions up front**
  - ❖ Decisions on employee involvement and success measurement should come first
- 5) **Caught between the square peg and NIH diseases**
  - ❖ "Square peg" is the canned approach, "if it worked for so-and-so" it will work here." NIH is the other extreme of "Not Invented Here" disease.
- 6) **Mass training**
  - ❖ The "spray and pray" approach where every gets the same training on the same day, rather than training that is tailored to their needs.
- 7) **The "No top management support" excuse**
  - ❖ The key is to build in top management support from the beginning.
- 8) **Hero Worship**
  - ❖ Some organizations Deming or Covey "worshippers," implementing everything these individuals produce.
- 9) **Not measuring results**
  - ❖ Often this isn't addressed until after the change, when politics may play a dangerous role in what data is gathered and how it is analyzed

