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Hello

We have some great articles for you this month on networking, public relations, teams and motivation. For more great information visit our new web site by clicking on the image to the right. And now on with this month's issue.



Click To Articles on Our Web Below.

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"Glenn has been our Strategic Planning Coach for the past two years, bringing a competitive group of construction, service, office and sales personnel together and working as a team. To accomplish this requires a skilled facilitator and we have found that in Glenn.

His consistent and professional coaching has been a blessing and we have now hired him for a third year! Thank you Glenn."

Cleo W. Weaver / CEO
Triangle Refrigeration Co.

Business Help

Strategies to Win Back a Client or Customer's Loyalty

By: J. Glenn Ebersole, Jr., Chief Executive of J. G. Ebersole Associates and The Renaissance Group™

The response to my June, 2005 presentation on marketing to The Small Business Group of The Lancaster Chamber included requests for more information on "reaching back" to former clients and customers. So to follow-up on that request I researched some additional information on strategies to use to win back clients and customers.

In the recent past I was fortunate to meet Bill Brooks of The Brooks Group when he was a featured speaker at a special event celebrating Small Business Week. The chance to speak with Bill had a positive impact on me, especially his emphasizing one of his tips to "seek advice." And I do receive his ezines which help me put into practice that tip he gave to me and others about seeking advice.

Not long ago I spoke with Derek Hillenbrand, The Brooks Group, Editor, Impact Sales Management Bulletin dhillenbrand@thebrooksgroup.com after reading the June issue. The bulletin was right on relative to the "reaching back" aspect of my marketing presentation so I asked Derek for permission to share that bulletin with the readers of my newsletter and he graciously agreed.

Reclaiming the potential business of lost accounts can be very significant

In the next Issue - Look For:

Myths About Strategic Planning

More Business Coaching Tips and Results

Deadly Decisions in Business and How to Avoid Them

and I am really emphasizing that to my clients and readers. According to studies by The Brooks Group, you have a 1 in 14-16 chance of selling to someone you never did business with before; a 1 in 2 chance of selling an existing client more products or services and a 1 in 4 chance of reclaiming a lost account.

Listening Between the Lines

Do You Own Your Business Or Does It Own You?

and more...

In the June 2005 issue of the Impact Sales Management Bulletin, there are 9 strategies that can help you win back a past client or customer. The titles of those strategies are:

1. "The Stopper"
2. "The Breakdown"
3. "The Response"
4. "Get on Their Radar"
5. "Revive the Relationship"
6. "Upgrades and Improvements"
7. "Bring in the Big Guns"
8. "Small Bites"
9. "Promise a lot, Deliver More"

You can read the entire bulletin by going to:

www.salesmgmt-ezine.com/backeditions/06-05.htm

Are you interested in learning more about how this strategic thinking can improve your bottom line? If so, please [contact me](#) now to schedule a meeting to discuss how to strategically grow your business.

Business Help

Power Marketing Advice to Grow Your Business

By: J. Glenn Ebersole, Jr., Chief Executive of J. G. Ebersole Associates and The Renaissance Group™

A strategic thinking question that today's business owners and senior managers need to ask themselves is "How effectively do I market myself and our service, product and/or company?" And frankly, no matter what your answer is, you can always improve. This is where power marketing strategies can be very effective in helping you and your company achieve better results.

It is important to understand that power marketing begins with leadership from within. It means knowing yourself, having a vision, having passion and taking risks. Power marketing is an extension of who you are as the source, the force and the power behind your marketing.

I want to send a clear message that marketing is "everything that you do or don't do" that says something about you. And what that translates to is that "You cannot not market!" Therefore, it is imperative that each of us needs to improve our marketing skills.

In the past few months I found and read a great book on the subject of power marketing. It is entitled, "Secrets of Power Marketing, Promote Brand You," by Peter Urs Bender and George Torok. I found the book to be easy to read and a great reference with many practical ideas. In their book, they present 5 strategies labeled:

1. Perceptions
2. Relationships
3. Media
4. Leverage

5. Database marketing

The strategies revolve around promoting an important brand – YOU! There are action item lists, and tips on networking, building relationships, effective use of the Internet, dealing with the media, leveraging limited resources, and more effective use of your database. I recommend that you read this book. It is available on amazon.com.

Do you need to become a more effective marketer? I would appreciate an opportunity to meet with you and discuss how to apply power marketing to your business and how to promote Brand You! Please [contact me](#) now so we can get you to start taking advantage of power marketing for your business.

Business Help **Achieving "Swift" Vision for Your Business or Organization**

By: J. Glenn Ebersole, Jr., Chief Executive of J. G. Ebersole Associates and The Renaissance Group™

At first glance you may have read the headline of this article and immediately interpreted "swift" as fast, quick, hurried, rapid, etc. But, the "Swift" I am referring to is Jonathan Swift. And one of my favorite quotes related to strategic thinking and planning is from Jonathan Swift, who said, "Vision is the art of seeing things invisible." And that very succinctly describes what I do everyday on personal and business levels and what I guide and facilitate others to do also.

The strategic plan model I use includes a vision statement, a mission statement, a list of core values or guiding principles and short and long term goals. And the entire model begins with "vision." And let's face it, the vision is invisible at first. Over my career, it has been very important for me to develop the art of seeing things invisible. This has been true in the visioning of buildings from an owner's description in words to the visioning of a dream of what a person's business could be.

I strongly believe it is essential to have a visionary, guide and facilitator to achieve the "Swift" vision for your business or organization. Too many times business owners, entrepreneurs and management are so preoccupied with immediate issues that they lose sight of their ultimate objectives. Businesses and non-profit organizations need a clear vision so that everyone in their organizations knows where they are heading by sharing the vision with all employees and stakeholders.

Without clear vision, there is blindness (or at least very blurred vision) of mission, purpose and goals. Included in this newsletter is an article by Larry Galler. Larry uses the term "Vision Challenged Disorder" or "VCD" in the article entitled, "Vision Getting Dim?" It seems there is someone else that knows the importance of clear vision.

Does your business or organization have a "Swift Vision" now? Do all your employees know what the vision is? Or if you do have a vision, is it getting dim? Don't let your business or organization fail because of the lack of a clear vision. To learn how to achieve your "Swift" vision, please [contact me](#) now to schedule a meeting to discuss how to strategically grow your business.

Business Help

Cost-cutting Essential to Maintaining Profits

By Steve Singleton

Why cut costs now?

Efforts are multiplying to cut costs wherever possible in order to achieve or preserve high profits. The resulting benefits for all of a company's employees should be obvious.

It should be obvious, but sometimes it is not. One of the lessons of the Dot-Com debacle is that many of the companies went belly up due to profligate spending by the executives.

Of course, you would like to achieve high profits by having a record-breaking sales year, but that may not be likely to happen this year given all of the uncertainties of the economy and the political situation. Levels of sales success are certainly unpredictable.

The level of sales, however, is only one ingredient in the recipe for success. You must also be interested in keeping your costs as low as you can, because the real number to watch is your profit, the difference between your income and your spending. Remember that this year can be more successful than last year even with lower sales if you can reduce your spending enough.

To increase profits, you can either increase your income, reduce your spending, or both. As your salespeople are aggressively searching for additional customers as well as seeking opportunities for more sales to existing customers, the rest of the employees can work on the other end: reducing costs. If sales are lackluster or even dismal, your cost-reduction efforts can ensure your survival. On the other hand, if sales are great, you can use them to achieve a banner year.

Get everyone involved

Everyone can participate in cost-cutting efforts. Here are a few examples:

Reduced travel – Many meetings formerly held in person are now managed by video-conference or simply by teleconference. Perhaps even senior managers can reduce their in-person meetings from one a month to one per year.

Increased use of e-mail – Communications that once took place in person or by phone are now routinely done by e-mail. Even faxes are beginning to use network connections rather than more costly telephone lines.

Economy of scale – By combining the purchasing power of multiple sites, you can reduce the cost of routine purchases, such as uniforms, computers, and office furniture by obtaining volume discounts from your suppliers. Negotiating new leases for photocopiers and other equipment might save you thousands of dollars per month.

Increased utilization – If you can increase the percentage of time each employee is doing productive work, you can save a lot of money. Encourage employees to use their down time either for gaining additional training or for seeking ways to improve the efficiency of their processes.

Seek suggestions from employees - Ask your people, "How can we accomplish the same thing for less money?" You will be surprised at the creativity they have. At my company, for example, in response to an employee suggestion, water coolers placed at strategic locations throughout the plant have replaced providing individual bottles of water to employees. This has already resulted in a significant savings per week.

Better use of copiers - Employees can save considerable copying expense by using color copiers only for final drafts and increase the incidence of two-sided copying.

How can we cut costs even more?

Everyone in your workplace can get involved in this process by finding opportunities to...

- Improve your processes so that you can accomplish the same excellent results in less time, with less effort, and for less expense;
- Eliminate waste;
- Employ teamwork; and
- Find ways to add value to what you are doing without adding cost.

Ideas needed

You need each employee and every department to bring forward any suggestion or idea on cutting costs. Create multiple ways of passing along each idea, such as:

- Present it to your department manager;
- Share it with any member of your Quality Circle;
- Write it down and drop it in a suggestion box at your site; and
- Call it in to a suggestion hotline (voice-mail).

Investments must continue

All of this emphasis on cost-cutting creates the danger of cutting too much. The purpose of all of these measures is to ensure your ongoing profitability.

Some things you should not cut. For instance, you must not cut expenditures you need for facility upkeep or upgrades or to keep pace with technological advances. Neither can you afford to cut back the service you offer to your customers. They must continue to receive the best service you can deliver, combined with the speed and accuracy they have come to expect.

In reality, these are all investments rather than costs. You cannot afford to neglect your investments in facilities, technology, and your people. The long-term costs would be too high.

Business Help

Vision Getting Dim?

By Larry Galler

A recent conversation started with a typical question, "How's business?" The reply was equally typical and prefaced by a sigh, "You know (another sigh), same old / same old."

Clearly the person responding has "VCD" or "Vision Challenge Disorder." VCD happens when the vigor goes out of the company vision like air going out of a balloon. Maybe the original vision has been reached and the business is just coasting, maintaining the status quo, marching in place. The overall energy and focus of the organization has shifted from taking initiative and towards the security of sameness and "playing defense."

With no vision to focus on and no challenges to face, the staff gets

frustrated. They flounder because there is no guiding direction to align their performance expectations; the business stagnates – “You know (sigh), same old / same old.” This stultifying attitude can be the beginning of the feared slippery slope ending ultimately in the demise of the business.

When VCD rears its ugly head it is time to reevaluate the company and its core foundational elements. Is the vision exciting, expansive, and energizing? If you look at the two previous sentences and yawn, your company has a VCD problem – “you know (sigh), same old / same old.”

Here is a four-step process to insure you don't let Vision Challenge Disorder enter your company.

- 1) See if your Vision for the company is still relevant – if you don't have a Vision written out, that's a different, but no less important, problem.
- 2) Discover if your staff is aware of the Vision and if they believe it is still relevant.
- 3) Review your Vision, clarify it if it is indistinct, modify it as needed
- 4) Work on making that Vision your reality – implement, implement, implement!

When the Vision is well articulated and integrated into weekly, monthly and yearly goals, the company will reenergize and look towards the future with enthusiasm, optimism and a renewed sense of purpose. Your clients will feel it, your competitors will fear it so dust off your Vision, polish it and enjoy your future.

Employment Help "The Perfect Labor Storm"

By Ira S. Wolfe

<http://www.super-solutions.com>

Fact #441:

Eighty-nine percent of all lawyers are white, according to the 2000 census. Blacks comprise 4 percent of all lawyers, while Latinos make up 3 percent, Asian Americans 2 percent and Native Americans less than 1 percent.

Fact #442:

Eighty-three percent of all judges are white, according to the 2000 census. Blacks comprise 9 percent of the country's judges while Latinos account for 5 percent, Asian Americans 2 percent and Native Americans 1 percent.

Do you know about "The Perfect Labor Storm?" If not, I suggest you learn as much as possible as soon as possible so you and your business will be prepared to keep ahead of the "Storm". My recommendation to you is to obtain and read "The Perfect Labor Storm Fact Book" by Ira S. Wolfe. AND - For some great advice related to managing, motivating & matching your employees for success, I recommend you read Dr. Ira Wolfe's weekly newsletter "The Total View." Ira's web site address is: www.super-solutions.com You will find out how to get his book and how to sign up for his newsletter by visiting the site.

Virus Or Not - Hoaxes and Warnings

Listed below are the virus that were "coming out" this month and what the real outcome of the situation was. Use this information to find out if you need to update your protection or let it fly.

Virus Name	Out There Or Not Out There
48 hours	Not Out There
W97M/MDMA.ae	Out There
America Online FlashNews	Not Out There
Bugslife Screensaver	Not Out There

If you want to check out other hoaxes and warnings visit -
www.truthorfiction.com

*Until Next Time, keep striving to
reach your goals and vision!*
Glenn Ebersole
"Your Strategic Thinking Coach"

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