

Vol. 3, No. 22 - 6/06

Dear #name#

Spring, 2006 will soon be history and the summer of 2006 is ready to begin. We hope this spring has brought new opportunities and new successes to you personally and to your business and/or organization. And we hope you celebrated those successes also. We are also approaching the end of the 2nd quarter of 2006. This presents a good time to prepare for a review of the first half of the year and to determine if you: are on track to meet your goals and objectives; need to make any adjustments in your strategies; and are ready to move forward with a positive and proactive attitude for the rest of 2006! We are here to help you to reach your vision and mission by meeting your goals and objectives.



Click To Articles on Our Web Below.

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We have some exceptional articles for you this month regarding: media tips from the PR Doctor for effective media interviews; succession planning; marketing strategies; a plan for sales success; and ways to eliminate fears and risk in customers doing business with you. For more great information, please visit our web site by clicking on the right.

And now on with this month's issue.

"Glenn's knowledge of the construction industry, and his ability to ask the important questions, are both key to the success we've experienced during our coaching relationship. I value Glenn's experience and his ability to "coach" that into our business. Sure, 80% of the issues businesses face are similar, but it's Glenn's ability to help me focus on the 20% of the issues unique to us, and make progress toward solving them, that set Glenn apart."

*Brian Ebersole, President
 Ebersole Brothers Construction, Inc.*

Glenn's Golden Grains To Grasp

Recommended Reading:

"Elements of Innovation A Collection of Articles To Achieve Innovation In Mid-Sized and Smaller Companies"

By Thomas Ambler, M. Dana Baldwin, Robert W. Bradford, J. Peter Duncan and Denise Harrison

ISBN 0-9725605-5-6

Available through Center for Simplified Strategic Planning at www.cssp.com

This book is a valuable, easy to read source of information on innovation.

In the next Issue - Look For:

Marketing Tips for Introverts

Business Coaching - Now Is The Time For You!

The collection of articles in the book present how to generate a creative spark and a defined process of innovation. Experienced strategy professionals with a broad range of industry experience present information. If you want a good book to help you understand how to achieve more innovation in your company or organization, then I recommend you read this book.

Favorite Websites:

Stamps.com - Buy and print USPS-approved postage online that works like regular postage stamps for letters, packages & Priority Mail.

Words to the Wise for Work:

"A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty." - Sir Winston Churchill

If you would like to have some of your thoughts, comments or web sites included in the next issue, let us know by [clicking here](#) and entering your items in the comments section.

The Power of Testimonials

Why Clients Sometimes Back Out and What to Do About It

Small Business Success – The 21 Essential Pieces for Your Business Success Puzzle

and more...

Business Help

Media Tips From Your PR Doctor For Effective Electronic Media Interviews

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

Have you ever been interviewed by the electronic media. Have you ever declined an interview because you felt totally fearful and uneasy on TV or radio? Have you been interviewed and then wished you would have had the benefit of some tips to prepare for and deliver a more effective interview? Well, I want to offer you another set of tips or as I like to call it – another prescription from your PR Doctor – to use for your next interview opportunity.

A Prescription For Effective TV Interviews:

1. Prepare for the interview by developing some quotable quotes that are succinct, memorable and to the point.
2. Prepare key messages to use and bridge back to your key messages when answering questions during the interview.
3. Think in sound bites. You can enhance the effectiveness of your interview if you use examples, anecdotes and graphics.
4. Avoid the phrase "I think" since this weakens the impact of your message and the sound bite.
5. Remain calm and smile! Smiles are an effective way to accentuate your message.
6. Look at the interviewer so it does not appear that your eyes are wandering.
7. Lean slightly forward towards the camera. This will promote a feeling of intimacy and it will make you look thinner.
8. Wear a dark jacket. Avoid white shirts without jackets. A dark jacket helps convey confidence and credibility.
9. Drink water to make sure you are fully hydrated. Do not drink milk, caffeine or alcohol since they will negatively impact your performance.
10. Rehearse! Always practice your key messages and quotable quotes and how to work them into the interview.

A Prescription for Effective Radio Interviews:

1. Prepare your talking points and write them down as a way to prompt yourself.

2. Remember, you are being interviewed due to your knowledge of a subject. You are the “expert” and you need to be confident, prepared and straightforward.
3. Use a reliable and clear phone connection for a telephone interview. Always turn off the call waiting feature. Do not use a cell phone or headset.
4. If you do not understand a question, ask for clarification. Do not assume you know what they are asking.
5. Compliment the interviewer when a very good question is asked.
6. Refer to the interviewer by name in the interview conversation. This will create a more intimate conversation, make the interviewer feel good and make the audience feel they have access to a private conversation.
7. Sell yourself to the listening audience.
8. Be prepared for any interview opportunity and do not judge an interview by its length. Any interview has the potential for positive rewards for you.
9. Be sensitive to time during the interview. Keep an eye on the clock so you can help ensure you get time for a closing comment.
10. Seek media training for interviews. This can be a major plus and give you a powerful advantage if you learn the strategies and techniques for great interviews.

If you would like to find out more about effectively working with the media and delivering effective interviews on TV and radio, please contact Glenn Ebersole through his web site at www.prdoctor4u.com or by [email](#).

Business Help

Seven Stimulating Strategies For Success in Marketing Your Business

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

Recently I was researching different marketing strategies to stimulate business growth. After reading and reviewing several sources, I selected seven strategies to share with you in this article. The seven strategies are:

1. Referrals. Successful referral programs are a very effective way to grow your business. A well-defined referral system can provide a continuous flow of prospects for new business from respected sources, such as your business associates, friends, satisfied clients, et al. Note: you may want to view articles I have written on this subject by going [here](#).
2. Customer Loyalty Program. Rewarding loyal clients and customers is a time proven strategy to grow business. The rewards need to be something of value to the recipients.
3. Customer Contact Program. This is one of my favorites and I believe one of the most effective marketing strategies for any business. Keeping a Top Of Mind Awareness (TOMA) via regular contact is extremely powerful and effective. A monthly newsletter is one example of a very cost effective way to do this.
4. Customer Relations Program. A strong customer relations program with a defined process to call customers or survey customers about their satisfaction with service and products will provide opportunities to resolve any issues and to find out new sales opportunities.
5. Customer Appreciation Program. Recognition and appreciation can be a very powerful and very inexpensive marketing strategy. A handwritten thank you note, a thoughtful (even though inexpensive) gift, or some other expression of appreciation for your customer and client's business can be very effective.

6. Acceptance of major credit cards. The easier it is for customers to purchase your products and services, and the more payment options offered, the more business you will generate.
7. Irresistible offers. Successful irresistible offers include a clear definition of the offer, a good value, a discount and a premium, a reason for immediate action, a specific call to action and some mention of a guarantee or warranty.

If you would like to tap into more than 35 years of marketing experience to learn more about successful marketing strategies to grow your business, please contact Glenn Ebersole through his web site at www.marketingguru4u.com or by [email](#).

Business Building

Succession Planning For Your Business – Better Now Than Later!

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

Do you, as a business owner, have a succession plan or exit strategy for your business? Do you, as an employee, know if a succession plan or exit strategy exists in your company or organization? This subject is one of the most critical aspects of owning and managing a business, yet it is also one of the most neglected aspects.

Many business owners spend years and years building and growing their business, but without giving any thought to an exit strategy. An effective and smooth exit requires very sound planning several years in advance of the actual exit from the business. The exit strategy must be part of your strategic planning process and a specific long-range goal within your strategic action plan. This type of sound planning will prepare the business for new ownership and for the owner's financial security afterwards.

A 2004 CIBC Small Business Outlook Poll (conducted by Decima Research), indicated that 39% of small business owners plan to sell their business and 15% plan to have a family member take over. Yet, two-thirds (67%) of the entrepreneurs polled stated that they had not yet broached the subject of who will take over the company. To me that result is very telling and frankly is a motivator for writing this article.

I have observed the pain of some people in business that failed to heed the call to action to do business succession planning. They were forced into an ownership dilemma in some cases and ownership disasters in others. If you want to experience a "pain-free" transition in your business, then it is essential to start NOW to develop and adopt a clear and comprehensive succession plan (years ahead of your exit from the business).

Business succession planning prepares the company and the employees for future needs. It is an ongoing process that plans, administers and assesses employees and trains them to attain higher levels of responsibility as the need arises. The goal is to get the right person in the right position. Succession planning is not just important for today's owners and employees, but also for customers, suppliers, vendors, future employees, employee families, the community and other stakeholders.

So, let me pause for a moment, and ask if I have your attention yet? Have I precipitated some thoughts in your mind about why you need to begin to work on business succession planning NOW, NOT LATER! Well, just in

case you are still not persuaded, please consider that 91% of U.S. businesses are family-owned and one-third of the Fortune 500 are family-owned or family controlled. Yet only 30% of family-run companies succeed into the 2nd generation. Worse yet, only 15% survive into the 3rd generation. The major reason, according to many experts is the lack of an orderly business succession plan.

Hopefully, you will begin doing some homework on business succession planning and are committed to do it NOW, NOT LATER! Please don't be like many business owners who don't consider exit strategies until they have one foot out the door. If you make that mistake, you will limit your possibilities, especially if you are anxious to leave the business. The bottom line is that there is no reason you cannot start preparation NOW with planning regardless of the point in life of the business. My most compelling, earnest and honest advice to you is DO IT NOW, NOT LATER!

To learn more about the critical subject of business succession planning and what you can do in your business to assure a smooth transition of ownership, please contact Glenn Ebersole through his web site at www.renaissanceman4u.com or by [email](mailto:glenn@renaissanceman4u.com).

Business Help

Is Buying from You Too Risky for Customers?

By Tom Richard

No matter how wonderful your product appears, no one will buy it if the purchase is a hassle. Sure, the product itself may be great, but if the means of having it aren't, a person won't risk it. Customers will buy your product ONLY if they see that the benefits of having it in their life will outweigh the risks in buying it.

It is your job to eliminate any fears and risks associated with your product, and to make the buying process comfortable and enjoyable. You may think you have fail-proof practices for reducing these risks, but, truthfully, many of these practices don't work.

Here are some common approaches that actually increase your customer's doubt: Focusing on the status quo

The status quo can be very comfortable for people, making it your greatest (if not only) competitor. However, that doesn't mean that you should focus on making the status quo uncomfortable. Making a customer feel bad about their current situation is condescending; it will destroy any relationship you've made with your customer.

If you want to convince your customers that your product is worth buying, you must show them in a positive way. Use video testimonials that capture your product in action with companies just like theirs. Relating to real customers who enjoy your product will assure them that they are making the right decision. Depending on your guarantee

Even a well-crafted, rock-solid guarantee does more damage than good. The guarantee itself isn't the problem. The danger is in your insistence that it will make the customer happy.

When your customers express concern about your products, don't instinctively resort to your guarantee; this only validates their fears. It shows them that your product may not do what you say it will, and if it

doesn't, it will become THEIR job to fix it. Most customers have already had a bad experience trying to enforce a guarantee; they won't want to do it again.

Customers want to know that their life will be better after their purchase. They want to trust you and believe that your product will actually do what you say it will. They want to read the product's credibility in your eyes, NOT in your guarantee.

Showing off your product knowledge

When customers ask questions, they rarely want to know the exact specifications of your product. There are many salespeople who will use this opportunity to show off their product knowledge, even at the expense of making the customer feel inferior and uneducated.

Speaking a language that only you understand will distance you from your customer. Tuck the ego and focus on your customer, not your product. Their uniqueness determines the type of product they need and the type of assistance you should give them.

Boasting about your satisfaction rate

"We have a 97% customer satisfaction rate!"

Well, what about the other 3% of your customers? A claim like this will only increase the doubt in your prospective customers and make them wonder which side of the breakdown they'll fall under after buying your product. Don't just tell them how great your company is—prove it to them!

The best way to eliminate the risk of buying your product is to understand that people buy from people. Developing a friendly, personal relationship with your customer will do much more for you than any other method. Focusing your product and your approach on your customer will make them feel comfortable and excited to make a change to buy a product that they know is right for them.

Business Help

A Simple Plan to Sales Success

By Steve Martinez

KNOW WHO YOUR CUSTOMERS ARE: One of the keys to sales success is to really understand the client profile of your most profitable customers. This goes beyond just the industry they are in and what they buy from you. You must know how they are different and what attracts them to your business. Profiling your customers and understanding how you can best serve them will keep your business in demand, because, you become a strategic partner with them. This becomes the vision of the company – how and where it will grow through building the right relationships with outside sales.

MANAGE THE SALES PROCESS: The sales process is the defined series of sales activities and events that a salesperson must follow to achieve sales success. Some businesses have added "Solution Selling" to their strategy as they apply a focus on finding solutions to customer issues and reaching higher level contacts. Although some strategies may change and their businesses may differ from one industry to another, the sales process MUST be defined. Managing the salesperson along a successful path is management's responsibility. If a process doesn't exist, how can

you expect results?

HAVE A CLEAR MESSAGE: With a competitive marketplace you must have some differentiating factors that separate you from the competition. What you communicate must be clear and effective to gain maximum response. Most businesses have multiple services and product lines which they want to promote. Some of these can be combined to create a suite or package of services or products you can sell. The sales team must have a clear idea of how to sell the programs they offer.

HAVE A PLAN: As simple and fundamental as this is, a sales and marketing plan is clearly the advantage that will separate you from the competition. You **MUST** know how to apply the sales resources you have to achieve the goals you set. A sales plan is like a map to success. If you don't have one, you will get lost.

Employment Help

"The Perfect Labor Storm"

By Ira S. Wolfe

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

Fact #54

Executives alone cost American industry more than \$10 billion annually through lost workdays, hospitalization, and early death by stress. This does not include the results of other signs of stress such as mistakes, slower response time, and loss of concentration.

Fact #55

Lost productivity due to presenteeism was, on average, 7.5 times greater than productivity lost to absenteeism. For some conditions - the ratio was 15- 1, 20-1, or even approached 30 to 1.

Source: *The Health Coalition of Tampa, Florida (1999)*

Fact #56

25% of employees caring for elderly relatives have changed jobs due to caregiving responsibilities

Fact #57

39% of caregivers reported being distracted at work

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

Blueman
W32/Tigs.worm
Bud Frogs Screen Saver
StarOffice/StarDust.intd

Not Out There
Out There
Not Out There
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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