



Bayley & Bender

AWARENESS IS POWER®

Insights for Business

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BAYLEY & BENDER, INC
SUCCESS THROUGH INSIGHT!

What Salespeople Can Learn From Political Campaigns

You are probably asking yourself, “what do sales and political campaigns have in common?”

Think about what politics is – it is all about selling. Everything a campaign and candidate does in public relates to selling the campaign. What is the campaign selling? The tangible product is the candidate, but more importantly, the real product is an intangible idea the candidate is promoting. People buy that idea with their vote. That is how profit is measured in the political world. What exactly are you selling? Is it just a tangible product, or is it more?

So why should you trust me on this subject? Well, let’s just say I’ve worked on campaigns from the federal level on down. I have taken a great deal of what I learned in politics and applied it to my coaching business.

This leads us to lesson one – think with the end in mind.

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Are You Utilizing the Strengths of Your Organization?

Managing Your Change For A Better Investment

Your Company goes to great lengths to create an image and product that is marketable within the business community. Once you have identified and perfected whatever product or service you are motivated by, the natural progression is to hire a team of professionals to assist in the distribution or application of your professional purpose. With the very best of intentions, you establish a deliberate and conceptual interview

process filled with hurdles to minimize your risk and cast your spotlight on only the very best of applicants. Those lucky few, the anointed, are brought into the organization and unleashed for all that they bring to the table.

Companies today are looking for brilliant ideas on how to grow their market share. Many think of market share in the same terms as profitability. Your people, the people that you or someone within your organization hired, can provide that *great idea*. You hired them for a reason and they are the most important asset your company possesses. The challenge is, depending on which behavioral scientists you put the most trust in; individuals typically only contribute up to 25% of their mental capacity on an ongoing basis. Imagine the impact, both personally and professionally, should they produce even 55 or 60% in a given day. Would that not be a major enhancement for all involved!

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That's a phrase that is common in many sales articles, but think of it from a political perspective. A good campaign thinks with the end in mind. They know when Election Day is and plan accordingly. How? By using a reverse calendar. If Election Day is Nov. 7, 2006, then the first day the campaign needs to plan for is Nov. 7, 2006, then Nov. 6th, etc. This way you know exactly what will happen, how much it will cost, who you will be talking with, what your volunteers will be doing, etc. At that point you can then plan backwards and determine what you need to do before that day to make it happen. The same applies with sales. What do you want your end result to be? Make this your "election day" and work backwards.



Lesson number two is one of the most important lessons that politics can teach sales people – message discipline. The best way to define message discipline is to illustrate it.

Recently I managed a campaign for a candidate running for District Judge. All the odds were against us – we had a voter registration deficit, my candidate was only 28, and was marrying a local police officer – an apparent conflict of interest. One of the few advantages we did have was a consistent message from day one through Election Day.

Our message, which was on all of our campaign literature, was – 'Experience that Counts!'



Whenever the press asked our campaign a question, the answer always came back to that message – Experience that Counts! Sales are the same – have message discipline. Stick to your message no matter how much others may try to distract you. You have to have blinders on – stay focused on what matters, your message. How do you come up with your message? You listen to what your prospects and customers feel is important and compare that to your strengths. When you have a match, you have a message.

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This leads to our next lesson – emphasize your product's strengths. Your message should emphasize your product's strengths. It's what makes you different and better than the competition. Our message was "Experience that Counts!" How did we come up with that? We compared ourselves to our opponent and found the apparent weakness that corresponded with our strength. In this case, our opponent had a background in law. The weakness being that she hadn't practiced law in about eight years. My candidate currently practices law and has for the past five years and was the valedictorian of her law school class. The best experience that we emphasized was the fact that my candidate had handled over 1,050 cases in the last two years before the current district judge, while our opponent hadn't been before a district judge in at least eight years. Talk about contrast! That's experience that counts and it leaves the impression in the mind of the voter that my candidate is the most qualified candidate and is ready to start tomorrow. If your message incorporates what makes you and your product different, and focuses on your product's strength, you can make a huge impact in your sales. It leaves the impression that you know yourself, your product and your competition. What a powerful impression.



Some of you may be wondering how my candidate did. Well, we won, by two votes out of 3,500 cast. Not bad considering we overcame about a 10% voter registration deficit, among other challenges. By using the lessons of politics I learned, our campaign overcame the odds and won. You can do the same with your sales.

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"It's a funny thing about life; if you refuse to accept anything but the best, you very often get it."

– Somerset Maugham

"Creativity is allowing yourself to make mistakes. Art is knowing which ones to keep."

– Scott Adams

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Given the pace of today's competitive marketplace, many companies lose sight of their vision. By focusing more on exploiting the abilities of the newly appointed, they fail to utilize the strengths of the organization. Granted, the new member of the team is highly heralded and has many talents, but to put them above or apart from the very essence of the organization would be a major gaff to all those invested in the well-being of the Company. The most challenging yet appropriate step is to immediately introduce the newly anointed to the key points of your Company's Strategic Plan. Not next week, not at their 90 day review, but today. Create a platform of defined desired results that is comprehensive. Now, you can effectively mold the individual's growth and prominent future around processes designed to achieve those desired results.



The truth is, many organizations have these well thought-out Strategic Plans, having spent countless days or weeks developing a Vision Statement, then a Mission Statement, yet few within the organization really know, much less comprehend, how their individual contributions effect the over-all success of the company.

I would argue that many companies have great people, superb talent in leadership positions, but fail miserably at communicating the message of their true vision and long-term vitality to those critical to their success. This is where the ability to tap those individual efforts becomes so critical to one's success, thus gaining more of the individual's contributions thru conscious planning, goal setting and stretching for challenging, but realistic objectives. When we have the end in mind and truly understand how our individual contributions impact the success or failure of the Company, the sub-conscious brainwaves within our minds are stimulated and activated.

Apply for just a moment, your greatest sense of personal integrity and think about three of YOUR competitors. Which one of them are NOT doing the following?

- ✓ **Working to deliver a better product or service**
- ✓ **Working to increase their profitability**
- ✓ **Trying to recruit the best talent**
- ✓ **Working to improve total revenues**

As you contemplate these questions, would it not be beneficial to be surrounded by people who are contributing more than 25% of their mental capabilities on a consistent basis? I am not in a position to speak for you, but I sure would be unhappy if I went to a local bank and asked for change for a ten dollar bill and the clerk gave me \$2.50 in return!

— Reprint permission by author Mark Maurer Stonecrest Resources, Inc



ONE MINUTE IDEAS

Your National Resource About Identity Theft

This website is a one-stop national resource to learn about the crime of identity theft. It provides detailed information to help you Deter, Detect, and Defend against identity theft. While there are no guarantees about avoiding identity theft, there are steps you can take to minimize your risk and minimize the damage if a problem occurs:

This site also is a comprehensive reference center – for consumers, businesses, law enforcement, and the media - with access to specific laws, contact information, and resources from state and federal government agencies.

Check it out at:

www.consumer.gov/idtheft/

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Helpful Tips For Effective Computer Use

In today's environment using a computer has become an essential part of most professions. To avoid undue stress of fatigue, loss of work, or eye strain, follow these suggestions:

- ◆ Keep your monitor screen clean by using one of the many cleaning pads available. This will cut down on your eye strain.
- ◆ If you are working on your computer and start to experience visual fatigue, blink more often. As you blink your eyes you lubricate them. It may also be helpful to get up and walk around the office for a couple of minutes.
- ◆ One of the most frustrating things about using a computer is when you lose your work due to power failure or computer failure. Avoid losing the information and time spent on it by saving your work often. An easy way to remind yourself that it is time to save your work is by using an alarm. Set an alarm for about 15 minutes after you start working on your computer project. When the alarm sounds, save your work and hit the snooze button. Most alarm snooze buttons are pre-set to go off after 9 or 10 Minutes. When it goes off again, save your work, and hit the snooze. If you have a power or computer failure, in the worst case scenario you may lose only the last 9 or 10 minutes of work.



— Author Gary Sorrell, Sorrell Associates 740-824-4842

Calendar of Events

Public Seminars –

Session	Date (s)	Location
Pat & Bob Bender Present - Awareness Is Power® Personal Excellence Seminar	Sep 27–29, 2006	Serenity at St. Michaels, Maryland

Customized Seminars –

For those companies and Federal Agencies who would like to implement the Awareness Is Power® process throughout their organization, we provide highly-customized seminars for your specific needs to grow your skills and the skills of the people around you, contact Pat Bender personally at 301-439-8317.

NEW PRODUCTS

PILLARS OF SUCCESS

It's no secret that success is something everyone wants. The process can be a mystery and *Pillars Of Success* is a book all about revealing success secrets of several of the most prosperous people in business today.

Contributing author Pat Bender has an **Awareness Is Power®** process. "The more aware you are," she says, "the more aware you'll become."

You will learn what Pat says are three important things leaders and successful people have in common.

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