



Bayley & Bender

# AWARENESS IS POWER®

## Insights for Business

April 2006

Volume 6 Issue 1

BAYLEY & BENDER, INC  
SUCCESS THROUGH INSIGHT!

### *Top 10 Ways To Develop and Retain The Right People*

*In A Forward Thinking Organization*

**1. Identify talents required for the job.** Find candidates who display those talents identified for the job. Get the right people with the right talent in the right place at the right time.

Talents + Skills and Knowledge = Behavior = Outcomes

**2. Be clear on outcomes required.** By studying the best employees achieving outcomes it is then possible to identify the behaviors displayed which are their strengths (a combination of talent, skills and knowledge).

**3. Hold employees accountable for their outcomes.** Each employee should be aware that outcomes will be measured. According to research more than 50% of employees cannot agree to "I know what is expected of me at work." To increase this number it is essential that some form of measure is introduced.

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*Are You Developing and Retaining the Right People?*

### *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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**4. Teach employees the difference between talents, skills and knowledge.** Each person has talents unique to them and the way to stand out is for them to identify their natural talents and to seek out skills and knowledge to complement those talents.

**5. Teach employees to identify their strongest and weakest talents.**



Encourage them to look for clues in terms of areas where they might rapidly learn, areas of satisfaction and those occasions when they have spontaneous reactions – these are the clues to their talents.

**6. Introduce a common language for describing talent.** Make the language precise in order to describe the differences of how one person is different from the other. For example: Margaret is strong in Empathy and Tony is strong in Enthusiasm.

**7. Teach employees to spend a minimum of 80% of their time building on their talents.**

Encourage them to acquire relevant skills, knowledge and experience to build on their talents. Support them to use the time effectively and use a Coach either within or outside the organization for self-development purposes.

**8. Teach employees that only 20% of their time should be spent managing their weaknesses.**

Encourage them to use one of their strengths to counteract a weakness. If the weakness stems from lack of knowledge or skills give the support for them to take responsibility to gain them. Again, it is also wise to consider the Coaching route.

**9. What other support can you give to your employees?** Alongside the Coaching route there is training, further education, mentoring and of course one to one conversations.

**10. And the outcome?** Employees will become more self-aware and ask themselves questions such as: Does this role play to my talents? Who on my team has talents which could complement mine?

*Continued on next column –*

Managers will also consider what talents might be missing within the team which would make it more balanced and how to provide experiences for employees to build on talents to create strengths.

Your company will have those employees perfectly suited to their roles and challenged to be their best at work.

*And remember:*

**Talents + Skills and Knowledge =  
Behavior = Outcomes**

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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.

Call 301-439-8317 or

E-mail: [aip@awarenesspower.com](mailto:aip@awarenesspower.com)

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***Pretend that every single person you meet has a sign around his or her neck that says, "Make me feel important." Not only will you succeed in sales, you will succeed in life.***

– Mary Kay Ash

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## The Bayley & Bender Story:

Welcome to the inaugural issue of *Awareness Is Power Insights for Business*. 23 years ago Pat & Bob Bender had a vision of starting a technology company and partnering with 3 other successful IBMers. They were going to call this company the 5 Star Productions. These 5 people were super stars at IBM. That vision did not become a reality. However Pat & Bob Bender still had the dream of starting a company.

17 years ago Pat & Bob Bender co founded Bayley & Bender, Inc. It started out as a sales training company and developed into a people development business which is a far cry from technology. To sum it up, they mix the soft science of human behavior with the hard science of analysis. Pat & Bob Bender were former Sales Reps and Managers at IBM Corporation. Pat loved to sell and Bob loved to manage. Bob loved building successful teams. Bob loved the stability and Pat loved change. Pat was the risk taker and Bob was the stabilizer. So in 1989 Pat took the risk and started the business. Their plan was when the business became stable Bob would jump over. The business just would not take off. She was spinning her wheels for 6 years. She was trying too hard.

June 8, 1995, Bob had a significant emotional event. He had a 12 cm aneurism in his abdominal aorta and had emergency surgery. The chances of Bob surviving this surgery were very slim. Bob survived and Pat shut the business down for 3 months to take care of Bob and help him get back to health. During his recovery, Bob began working with Pat – co-facilitating. Pat worked the platform and Bob worked the audience. Since they have opposite behavioral styles, it worked perfectly for every participant. They could either relate to Pat or they could relate to Bob.

Every participant has touched Pat & Bobs life. They have a way of teaching Pat & Bob what they need to learn that day and create greater awareness for them.

Was this their original plan? No! Does it work? Yes!! It works because the Awareness Is Power® Process is life changing. Call today!!

To all Graduates – Thank you for touching our lives!



"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.

**Don't miss next month's issue.  
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Insights for Business**

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## *Calendar of Events*

### Public Seminars –

Session	Date (s)	Location
Pat & Bob Bender Present – Awareness Is Power® Personal Excellence Seminar	May 10-12, 2006	Serenity at St. Michaels, Maryland
Pat & Bob Bender and Super Bowl Winning Coach Brian Billick Present – Awareness Is Power® Leadership in Action...Execution & Lessons Learned	June 20, 2006	Partnering with Living Classrooms Foundation, Maritime Park, 1417 Thames St, Baltimore, MD [Corner of Thames and Caroline Streets in Fells Point]
Pat & Bob Bender Present – Awareness Is Power® Personal Excellence Seminar	Sep 20-22, 2006	Serenity at St. Michaels, Maryland

### Private Programs –

For those companies who would like to implement the Awareness Is Power® process throughout their organization, we recommend a private in-house program. This approach offers benefits to your employees such as common terminology and a common process for moving to action.

We have programs that are highly customized for specific companies and organizations. To grow your skills and the skills of the people around you, contact Pat Bender personally.



**AWARENESS IS POWER®** Success through Insight  
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**Bayley & Bender**

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