



Bayley & Bender

AWARENESS IS POWER®

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SUCCESS THROUGH INSIGHT!

Measure Your Activity

An old performance management tenant states, “When performance gets measured, performance improves.” The truth of this statement is revealed over and over. We see time and time again in the sports world how records continue to be broken. The reason for keeping records is so comparisons can be made to top performance. The same holds true for the Champion Salesperson.

The first step in setting up your measurement system is to determine what is important for you to measure. What sort of activities should you be measuring? The answer is – every significant sales activity. For example, if you make cold calls to generate prospects, then you would want to track at a minimum the number of phone calls made, number of times contact was made, and number of appointments generated.

Once you have determined the activities to measure, make a simple form for you to track the activity.

Continued on page two – Measure Activity



Employee Loyalty

To get loyal employees employers must:

- ✓ Select employees carefully so they match the job and the company environment
- ✓ Pay fair market value wages and salaries
- ✓ Provide training in safety and job skills

Often when speaking to organizations or talking with clients, the subject of employee loyalty comes up. The questions asked are usually the same: “How come employees aren’t loyal any more?” or “How can I find employees that will be loyal to me?” The questions are the same and so is my response. Employees today are as loyal as they were years ago. Today’s employees, like many employers have lost the ability to define and recognize loyalty in the employee-employer relationship.

Employers are looking for employees that will express their loyalty by doing what is expected of them, going the extra mile when really needed, follow the company rules, be reliable and remain a good employee (that is, “don’t leave us”). Employees on the other hand want a place to work that is reliable, safe, pays fairly, has good co-workers and is free of discrimination.

One would think that it would be pretty easy to match the two. But often it’s not. The primary reasons employers are not able to find loyal employees is they don’t invest enough time looking for loyal employees, and they don’t invest enough effort in creating a work place that employees want to be loyal to.

Continued on page two – Employee Loyalty

Inside This Issue

1. Measure Your Activity – Sales
1. Employee Loyalty
2. Maintaining a Positive Attitude in the Workplace
3. 10 Reasons Why You Should Consider Getting a Business Coach
4. ‘Pillars of Success’ – A Great Gift Idea!

Continued from page one – Measure Activity

You can use an electronic spreadsheet or simply make tic marks manually. Don't get hung up on what type of method to use, just use a method that works for you. Keep it simple and easy to use.

After you have determined the activities you are going to measure, then you can assign a point value to each activity. Next, determine the number of points you want to achieve each day. Measure your performance daily and weekly to your goal.

Remember the purpose of keeping the measurement is to improve performance.

Reviewing your activity can help you analyze if you are doing the right activities and if you are getting the right results. If you are not doing the right activities to be successful, you can analyze your time management, attitude, etc. If you are doing the activities but not getting the results, you can analyze your methods, seek training, etc.

Therefore, the Champion Salesperson measures performance and analyzes the results. The Champion Salesperson **always** wants to improve performance.

— Submitted by Andre Boykin of CAPITAL iDEA. CAPITAL iDEA. Adapted with permission. All rights reserved worldwide.



Continued from page one – Employee Loyalty

Employers often fail to recognize that the employee loyalty of the past did not walk in the door with the employee as a part of the recruitment process. It was developed over time, as a part of the employment process. Loyalty, after all is a relationship. It is very similar to love. When we give love we expect love in return – so too with the relationship of loyalty.

The first and most important step in any relationship is finding the right person – a match. That person must be able to do or learn how to do the job, and they must be able to fit into the culture of the company.

Continued on next column –

Finding the right person for the job means clearly defining the requirements of the job and matching it to a person that has the required skills and work habits. Finding a loyal employee is finding a mate for your work place.

After hiring the right person for the job, the relationship must be nurtured. Clearly define expectations. Pay employees the market value of their skills. Be a fair, consistent employer - not fairly consistent, but consistently fair.

Continuously train employees to work safely and efficiently. Teach them that you cannot give them lifetime employment, but their increased skills will provide them lifetime employability should they need to transfer their skills.

— Reprint permission granted by Lonnie Harvey, Jr., SPHR. Jesclon Group. NC

Maintaining A Positive Attitude In The Workplace

If you want to remain or become a positive force in the workplace, you need a strategy. Follow the suggestions below to get yourself on your way:

Ask three people you consider positive forces how they maintain their attitudes.

Survey your use of language, and change it when necessary. This includes inner talk and outer talk. Change your negative words and thoughts into positive ones.

Surround yourself with as many positive people as possible.

Appreciate yourself. Accept yourself for who you are, not who you ought to be.

Don't worry about something that has already happened. If there is a lesson to be learned, learn it and move on.

Accept that you are going to make mistakes.

For one entire day, commit yourself to using all of your energy to be positive.

Realize that how you feel about something is your choice.

Take charge of your life, and give yourself credit when you do.

— Adapted from *The 6 Success Strategies for Winning at Life, Love & Business* by Wolf J. Rinke

10 Reasons Why You Should Consider Getting A Business Coach

1. Improve Results

A business coach helps you find new ways to make improvements in your business and life. You define what you want to accomplish and the coach guides you to its achievement.

2. Time

The coach will help you discover ways to leverage your most limited asset which is time. As the saying goes "Time is money."

3. New Perspective

A business coach helps you evaluate options that are available to you in a very objective manner. Your coach is not vested in your business. The coach's job is only to help you attain new levels of success.

4. Balance

We all need balance in our lives and business endeavors. The business coach helps you establish the balance that you seek and desire.



5. Communication

Everything you do in the business world is dependent on communication. The business coach can help you improve the way you deliver your message.

6. Focus

You must know where you are going if you ever expect to achieve a goal. A business coach helps you focus on those goals and actions that keep you focused on success.

7. Alignment

The business coach helps you find a way to align your activities for the attainment of your goals.

8. Plan

The coach helps you develop a specific plan that is clearly executable. Many executives have plans but a coach helps make sure that it is being used and updated.

9. Confidence

The business coach is a sounding board to explore new ideas and give you the confidence that they are worthwhile.

10. Confidentiality

The business coach is a confidant as well as a coach. You can tell your coach things that you might not share with others within your company. What is said to the coach stays with the coach.

— Reprint permission granted by Hank Sullivan

***There will come a time when you believe everything is finished.
That will be the beginning.***

— Louis L'Amour



ONE MINUTE IDEAS

Communication

Remembering these six words – clear, mean, honest, feel, direct and want – can help you communicate better.

- ✓ Be clear by saying exactly what you mean.
- ✓ Be honest by saying what you feel.
- ✓ And be direct by saying what you want.

Projects at a Glance

Color-code your calendar so you can tell at a glance the status of projects or assignments. **Examples:** Red ink for high-priority items that day; blue for anticipated project deadlines; green for following up other people's work; black for daily scheduled work.

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Common Sense Rules For Interviewing

It seems like everyone should know the common sense rules for interviewing, but according to the sad tales told by a lot of hiring professionals, common sense must be in pretty short supply these days.

- ☞ Go light on the perfume or cologne
- ☞ Don't avoid eye contact
- ☞ Don't slouch
- ☞ Don't fidget
- ☞ Don't speak too softly
- ☞ Don't speak too loudly
- ☞ Don't give one-word answers
- ☞ Don't be too self-critical
- ☞ Don't be arrogant



- ☞ Don't be dishonest
- ☞ Take a shower or bath before you interview
- ☞ Wear clean clothes
- ☞ Dress appropriately
- ☞ Don't trash your last employer
- ☞ Do thank the interviewer before you leave

— Adapted from ABC.com



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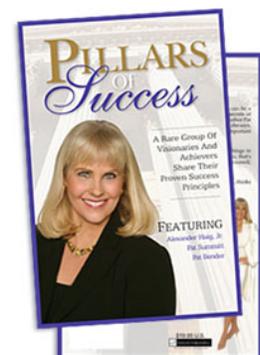
PILLARS OF SUCCESS

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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