

Mastermind Consulting Network, Inc.

Royd Buchele – Seminar Presentation

The two pinnacles of success in business are **Sales and Production.**

To have success in one and not the other can cause short-term failure. To have success in neither causes almost instant failure. A good example of this can be brand new restaurants that provides neither good food nor a good marketing program to get people in the door. They are gone in Lenawee County in 6 months or less.

Today, through our presentations we will study in depth all aspects of these two great supporting columns of business success: **successfully selling and marketing what we do or *and then providing it to our customers so they are satisfied.*** First:

The Secret of Hiring and Retaining Good Employees and Building the Team of your Dreams

- We suggest developing an ongoing regular recruiting system.
- Even in the best of times many people are unhappy with their current positions. In challenging times the pickings are even better.
- Run a high quality recruiting ad.
 - a. “Production Person wanted”
 - b. Verses a high quality block ad. “Lenawee Products, a leader in the automotive stamping industry. We provide health and retirement benefits and ongoing training. We are looking for long term team members...” *There is great value in a good quality written ad.* It is worth the investment.
- Have employees brainstorm people they might suggest you should approach.
- If you can, a “Help Wanted” sign put in front of your building, can get some decent responses.
- Keep a file or ideally, a computerized database of all good quality potential recruits. For those you really like, call them once every 6 months at home to see how they are doing.

- Become a master at really presenting in the interview all the benefits of working with your company not just retirement and insurance but the intangibles (this especially important if you can't afford to provide big company benefits).
- Be clear with the candidate before hire all that will be expected of him or her – this get the game plan for success of the person clear up front.
- **Once you have good quality people hired, you must look and be organized in how you train and orient them to your organization.**
- Orientation.
 - a. Orient them to what you expect.
 - b. Create an orientation checklist to follow.
- Employee Handbook.
 - a. Read this out loud.
 - b. Emphasize key points.
 - c. Where do you park?
 - d. When do you get paid?
 - e. Are there some dress code requirements?
- Job Descriptions.
- Policy and Procedure manual.
- Assigning a mentor for the first 1-3 months can be a big help.
- Developing “Levels of Training.”
 - a. Example's: **Plumbing** – start first with minor repairs. Second level: Diagnostic work.
Consulting - Start on selling pre-packaged programs verses second level: advanced level consulting.
- **Create a fun, exciting and challenging culture in your company.**
- As the owner or leader of the organization, you create the culture and emphasize the values of the organization.
- Define with your people your Vision and Purpose. Where will your company be in 10 years – your people want to know.
- Define challenging goals for all team members to strive for.
- Care for employees needs. Create a culture of caring. Use opportunities to show this.

Our success, at the same time, is based not only on how we hire and retain good people to providing the services and products we offer but also on how successfully we market and sell what we do. It is important that we...

Raise Ten-fold, the Level of Marketing Success at your Company

Too often as business leaders, we wait for customers to call us or walk in our business based on our “reputation” and “word of mouth”. Using this approach exclusively, has put many businesses at risk in the past couple years. A saying that I love about marketing and selling gets more truthful with each passing day *“There is not much business gained these days that is not first gone out after.”*

- Successful businesses will recognize that all in their company are salespeople.
- The number of employees who are able segment themselves into a little box and only do one thing are becoming less and less. Production and office people are increasingly becoming sales oriented. An employee being able to say, “I don’t do sales” is becoming a rarity instead of a norm. Every company must now be a sales organization.
- Let your employees know what is expected of them in their new selling role. From this standpoint, all employees need to learn selling skills.
 - a. Prospecting skills.
 - b. Closing.
 - c. Referrals.
 - d. Discovering further client wants.
- Database marketing.
 - a. Keeping records of who you contacted, what they wanted and what is the next date to contact them can come back to you 10-fold in increased sales. *All customers you work with need to have a call back date set up in a contact manager like Goldmine.*
 - b. We must realize all the products and services our company can sell a client and strive to sell as many different units of product or service to them as we can. Example: An Insurance Company should not rest until the client has three different types of insurance they are buying from that company. Too often the client will tell us “I did not know you provided that product or service after they have bought it from our competitor. Whose fault is this – it is ours.
 - c. A computerized database can keep records of all we have sold to the client and all that we know they may buy in the future. Know your

clients, what you have sold them and what you may be able to sell them. If you can't afford a database, at the very least you can use index cards.

d. A database can help facilitate many different mailing programs to clients and prospects. A great way to do direct marketing to our customer base.

- Define clearly your niche market. Who is your ideal customer? Lenawee County is becoming more and more affluent. Or is your niche outside Lenawee County?
- MCN clients are finding success in local radio and TV advertising.
- Some clients are reducing their yellow pages.
- It is a good policy to always ask customers how they heard about you. This gives you immediate feedback as to how your marketing and advertising is doing.
- Get your clients e-mail addresses.
- Sponsoring athletic teams. Little League Baseball teams. Youth basketball.
- Coupons / Junior Achievement discount card / Punch cards to keep customers coming back.
- Billboards – road signage.
- Signs on your vehicle/truck permanent or temporary are very cost effective.
- Outside signage can make all the difference in the world.
- Many of our clients are discovering the advantages of local newspaper advertising.
- **The key here is not necessarily suggesting exactly what will work for you but setting up a budget and trying a number of ideas each year. Then measure the results and continue to do what brings a good return on your investment.**