



Tips FROM THE Top[®]

Business insights
from those at the top
for those at the top

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STRATEGY

Ninja Sales Plan

When my company, L.I. Ninjutsu Centers, finds out something about the competition or even what one of our suppliers is doing that may pose a major sales threat to us, I find that using “ninja” techniques works well. I covertly put together a plan and quietly go about implementing it rather than addressing it loudly or head on. For example, we might utilize our competition as a way of gaining sales by piggybacking off of their campaign, or even using them as a source if they are not direct competition by doing a synergized marketing campaign. I don't look at other businesses of my style as competition, rather as assets. In this stealth way, we are often able to slip around an issue or make a threat into an opportunity.

Allie Alberigo, L.I. Ninjutsu Centers, West Islip, NY

HUMAN RESOURCES



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QUICK TIPS

Hiring Management

When hiring upper-level managers and other senior staff, the candidate will frequently negotiate for greater benefits than normally given to a starting employee. We think that's reasonable, given that we are interested in him/her for their experience. We credit them on hiring with seniority given to the time they spent in an equivalent position elsewhere.

Howard DeWied, DeWied International, San Antonio, TX

TIP

Properly Leaving Voicemail Messages

Just a friendly reminder, one we all need—how to properly leave your telephone number in a voicemail message. Do you ever get annoyed when someone leaves you a voicemail message and speeds through their phone number? Sure they know their own phone number, but the receiver of the message needs to be able to write it down. So slow down and if you're feeling really gracious, repeat the number to assist with verification.

TAB Board 310, Bellevue, WA

MANAGEMENT

Not the Best at Everything

As leaders, we have a tendency to think we can do everything better than others, making it difficult to delegate—and once we do, it is a challenge for those to whom we delegate. To avoid this, we should focus on results as opposed to activities and get out of the way – let others grow and develop. Our key role is to set and clarify expectations and then hold people accountable for results.

John Wright, Padgett Stratemann & Co., San Antonio, TX

MANAGEMENT

Managing Organizational Change

People can only deal with incremental (5-10 percent) changes in the organization. If you try to drive major change, you should be prepared to take the necessary time to invest in meeting/working with the people who will be affected by the change and gain their support and participation in the change. Remember, real change can only be guaranteed by vending machines and aging—other changes will require your deep commitment and investment of time and energy.

Bill Leahy, The Big Sur Land Trust, Carmel, CA

Staff Behavior at Events

When entertaining clients in groups, whether at trade shows or company events – make sure that your staff is formally briefed as to how to conduct themselves. They need to be prepared to talk business and focus on the results you want to achieve. Under no circumstances should they be the “entertainment.”

*James Buonfiglio
C and B Consulting
Syosset, NY*

Reference Checks

Always call references, even if you have already made the decision to hire a particular candidate. Sometimes candidates will supply references counting on the fact that some potential employers won't call. The reference may be false or may be very negative toward the candidate.

*Steve Moon
King's Septic & Portable Toilet Service
Inc.
Grosse Isle, MB*

Pay More!

We all would like to save money on salaries for employees. However, remember, you get what you pay for.

*TAB Board 301
Central, CT*

OPERATIONS

Policy Manuals

When compiling a policy manual, state the reason for the specific policy before outlining what the policy is. This also gives an opportunity for exceptions.

Kevin Armstrong, TAB-Certified Facilitator, Vancouver, B.C.

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