

February 2013

Competitive Edge Sales and Customer Service

Every sale has five basic obstacles: no need, no money, no hurry, no desire, and no trust. **Zig Ziglar**

Most business people would agree that no matter what industry or profession the business is involved in, **nothing happens until a sale is made**. The existence and success of a business is directly associated to its ability to generate sales and customer loyalty.

Unfortunately for many businesses this fact is not exemplified in their performance, which seems to hover in mediocrity, cocooned in the so called industry norm, surviving on less than suitable performance in the areas of sales and customer service. The sheer extent of any creative attempt to generate increased sales seems to fall on the notion that discounting or under-pricing the competitor is the only logical way to compete or survive. Based on this logic and with dwindling profit margins, the ability to provide genuine points of difference and value propositions for customers, fade into complacency.



You can't do today's job with yesterday's methods and be in business tomorrow.

If you are concerned or frustrated with the level of sales or customer service being achieved by your company, ThinkZone Resources provides a range of services designed to improve sales performance and customer service efficiency.

Competitive Edge Business Coaching

'No one sees themselves as others see them' **Eric Schmidt, CEO of Google**

Eric Schmidt, the CEO of Google was somewhat amazed when a board member suggested that he appoint a personal business coach. Schmidt's reaction was why would I need a business coach I'm an established and successful CEO? After appointing a personal business coach Bill Campbell, Schmidt's reflects that it was one of the best suggestions he had received. He states that every famous sports person or performer has someone who coaches them, who watches what they are doing, questions their direction and gives them perspective.

Eric Schmidt, CEO of Google



If your business keeps you so busy that you have no time for anything else, there must be something wrong, either with you or with your business. *William J.H. Boetcker*

If you are interested in learning more about how business coaching can assist you in achieving more personal career satisfaction and business success. ThinkZone Resources offers Business and Performance Coaching that achieves a return on investment.

Contact Ralph Stock

To arrange a **confidential, no obligation meeting** to discuss your current business needs.

Phone: 027 287 3527 or **Email:** rstock@thinkzoneresources.co.nz



ThinkZone Tool Kit

10 Things to Remember when Delegating Tasks

1. Remember you can delegate responsibility but not accountability. You are still accountable!
2. Make sure that the task being delegated is clear and detailed.
3. Communicate expected results and deadline for the task.
4. When appropriate let the team member choose the methods to be used for completing the task.
5. Provide information and guidance, ensuring that all feedback given is specific and empowering not vague criticisms.
6. Let other members of the team know that you have delegated the task and authority to that team member.
7. Don't only delegate small or routine tasks, empower people through increased responsibility.
8. Reward delegated tasks that are done well with additional tasks of increasing importance that will show confidence in the team member.
9. Communicate appropriate recognition.
10. Don't form the habit of only delegating tasks that are so tedious that you wouldn't want to do them yourself.

Worth Reading

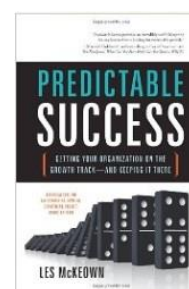
Title: Predictable Success

Getting Your Organisation on the Growth Track and Keeping It There

Author: Les McKeown

This book describes the various stages of business growth and decline in a simple but powerful way.

Disclaimer: *ThinkZone Resources Limited makes no claim to authority or licence in relationship to this book. We submit the title of this book as recommended reading only.*



Quote for the Month

A cardinal principle of Total Quality escapes too many managers: you cannot continuously improve interdependent systems and processes until you progressively perfect interdependent, interpersonal relationships... **Stephen Covey**

If these articles are of interest and you would like to discuss this information or find out more about our services. Please contact ThinkZone Resources.

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