

Challenges In Expanding Sales

Maybe you started out your business with the hopes of growing at a certain rate each year. Now that you have been going about business for a few years, you realize your sales are not growing like you had hoped. In order to be successful in your goals, you need to focus on certain things.

A Profit Plan is Vital to Company Growth

In order to reach the sales goals that you make, you must have a good profit plan for the business.

Ask these questions as a starting place:

- ✓ Do you monitor cash flow in the company?
- ✓ What is the company's operational plan?
- ✓ Is there a marketing plan for the company?

When you have a good idea of what you are currently doing to grow, then you can find where these plans are weak and tighten things up. You will need to do constant monitoring to see what is working and what isn't.

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How Are You Increasing Sales?

3 Takeaways For The Root Cause Of Stress

Stress is as evident in the workplace as the day is long. Employers need to recognize this issue within their company because it absolutely destroys productivity and employee morale. To define, stress is the mental or emotional strain that is the result of adverse or difficult circumstances.

Not yet convinced that it's expensive and detrimental to your daily, weekly and monthly goals? Statistics show that stress reportedly causes businesses \$300 billion in lack of productivity and medical expenses. This is staggering and employers need to come up with ways to help their teams handle the stress of their workload.

Consider doing an assessment of each employee in order to find the root cause of stress. Not only will your team like that you care enough to uncover the cause but you'll gain valuable information that will benefit your employees and business.

The goal should be to address what causes the stress rather than create a program that increases your team's stress levels. Check out these three facts that are helpful to know as you consider an assessment for your staff:

1. Stress Levels are High

Around the world, workplace stress levels are at an all-time high. Our country is not an exception to this epidemic of stress.

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When you see that part of your plan is not working right, you need to re-evaluate.

Limited Capital to Invest in the Company

When your company lacks capital, it can be challenging to expand sales. If you are looking at offering new products or services, you need a way to make those ideas a reality.

How much capital is your business in need of? If you do not have a concrete idea of how much you need to expand sales, then you will have no way of knowing if you reached your goals.

Determine exactly how much capital your company needs and then find investors or other ways to get what you need.

How Staff Morale Affects Sales

Employees should feel empowered to make the decisions they need to in order to best serve the customers. When staff feels like they have a say in the way things run, they will put more initiative into the business.

Happy Employees = Happy Healthy Profits

The more on board your team is with the company, the easier time you will have expanding profits. Team members that feel like their opinions matter, will often come up with great ideas of how to increase sales. They will take initiative to bring in more for the sake of the business.

Your comments are greatly appreciated. Contact us today! ♦

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In fact, we need to be more intentional and attempt to uncover the reasons for stress.

2. Team Building Events

Many companies schedule special events in effort to “team build.” Statistics show that these interactions and parties do not eliminate stress. The lack of support from their team is not the issue; rather, it stems from a variety of other issues.

Consider surveying your employees when it comes to their stressors. Ask them in casual conversation and even hold a meeting to discuss how your company could help eliminate stress.



3. Stress Lingers

The hormones associated with stress can linger longer than preferred. When you have a troublesome day, the stress does not vanish after the situation is handled. In fact, you could struggle with a particular situation for some time after a stressful interaction.

Assess your staff via a test, survey or something similar to figure out the root causes of stress in your company. The root causes may surprise you and be sure to consider these three factors mentioned above to get to the bottom of it all. ♦

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National Disability Employment Awareness Month

Celebrating Disability Inclusion for More than 70 Years

Reflecting the important role disability plays in workforce diversity, this year’s National Disability Employment Awareness Month (NDEAM) theme is “#InclusionWorks.” Observed each October, NDEAM celebrates the contributions of workers with disabilities and educates about the value of a diverse workforce inclusive of their skills and talents.

Click on this [link](#) or the graphic for more information...

How To Build A Dream Team

In sports, we constantly hear the term “dream team” especially when there are several top performing athletes all on the same team at the peak of their career. The coach was able to build a dynamic team that is destined for success.

In the business world, we use that term too. Is that just a pie in the sky dream or is it really attainable? Your dream team can be built if you’ll take the following steps to pull it off.

Ways to Build a Dream Team Include:

Define Your Goal

If you want an amazing team, you need to have a defined goal for them to work toward. You can’t just throw spaghetti on the wall to see what sticks, as the saying goes. Be sure to clearly outline the goals for your team so they can thrive rather than flounder.

Know the Top Talent

Be familiar with your industry’s “best.” In other words, be sure that networking and fostering industry relationships is part of your weekly business model. You’ll be glad that you stayed in touch and networked consistently. Stay engaged and pursue top talent.

Recruit, Recruit, Recruit

Always be recruiting. Sell yourself, your business and what you have to offer as you network and communicate with people. Be the company that people want to know more about because of your location, benefits and mission. Recruiting doesn’t start when you have a position to fill; rather, it should be a continuous mindset.

Get Buy In

Your dream team needs to buy in to your whole organization and even the leadership. A team of top talent will be strong, driven and yet still need direction. Be sure to set clear expectations and be credible so that you can secure their interest and trust.

There is No “I” in Team

A team of people needs to work together well in order to achieve their goal. If there is someone who is too focused on asserting his or her personal agenda, then the team will struggle and perhaps crumble. Remind them that there is no “I” in team. Encourage your staff to work together because they will accomplish more.

You can build a dream team of top candidates. Be clear with the goal, constantly recruit, get buy in and train them to work as a team. Your dream will come true when you see all the details of your project unfold because you have put the “best” in place to pull it off. ♦

Need help building your dream team? Contact us today!

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One Minute Ideas

Align Your Strategic Business Plan with Your Financial Plan

Did you know that the average budget contains about 230 line items and takes close to six months to complete? While that may sound scary, the fact that most budgets aren’t linked to their strategic business plans is even scarier. Without a direct connection between funding and forecasting, your company could be caught off balance. To combat this, most companies have reengineered their financial planning process. Here are some tips from CFOs to make your new link between business and finance successful:

- Don't rely on technology to provide an easy answer to the creation of a new budget.
- Involve upper-level management in the reengineering process to add credibility and remain focused on your company's immediate goals.
- Forge a link between your finance and operations teams to ensure that proposed budget parameters can be met.
- Focus budgetary research on your company's strategic plan to prevent weighing down the budget with excessive data. ♦

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Exceptional Leaders Keep Things On Course

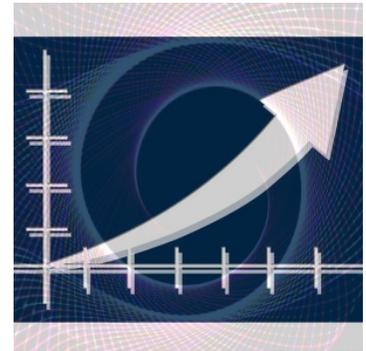
Exceptional leaders chart the course to a successful future. They also check to make sure that things are going according to plan and make mid-course corrections when and where needed. They know that assuming that everything is going ok can lead to lots of trouble.

Exceptional leaders set up systems to insure that they are kept in the loop as things progress. This could include reports from others, in writing, personally or in meetings. It could include "management by walking around" to see how things are going.

They set up communication loops so that they are notified immediately when things are off plan. They ask questions. They hold others accountable. They reinforce expectations where needed. They bring in additional resources. They re-think things and take new approaches. They demonstrate a commitment to being successful.

Thought Provoker:

- Have you declared a future for yourself and others?
- Do you have a system to insure that things are going according to plan?
- Do you direct and re-direct others when things are breaking down and not proceeding as you expect?
- Do you take responsibility for the success of an endeavor and yet hold others accountable for execution?
- Do you get things back on track?



Exceptional leaders are aware of how things are going and take appropriate action when and where needed to insure success. ♦

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Mentors

What is a mentor? According to Greek legend, the goddess Athene liked to come down to earth disguised as a man named "Mentor" so she could advise the young son of Ulysses. (The Greek root "men" means remembering, thinking or counseling; we still use it in words like "mental.") Today, a mentor is an experienced and trusted counselor, anyone who guides and encourages another, especially someone younger.

Mentors come in all shapes and sizes, formal and informal. Usually your mentor is someone who takes a personal interest in your progress, seeing your potential and regarding you as just a bit more capable and talented than you think you are. Not too much



more, or you'll dismiss their opinion as unrealistic. Not any less, or you'll have nothing to strive toward.

In my own life, I've had many excellent mentors -- wise bosses who guided me and exciting clients who encouraged and inspired me to be the best I could be. We all have mentors who don't know they are our mentors. They are all around us as we watch and learn from what they do and say. Many people have told me I had been their mentor the first time we met.

Good mentors are the people who put the gas in your tank and give you a road map to where you want to go. ♦

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