



Tips Top[®]

FROM THE

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

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MANAGEMENT

Interviewing for Your Job

We recently determined that we needed new blood in our sales department. We decided to take a unique approach rather than making an arbitrary decision of whom to keep and whom to let go.

We met with the sales staff and told them we needed to revitalize the sales department and were going to be reducing the size of the staff. We made it clear there were going to be terminations. We told each of them to prepare to interview for the remaining positions. In essence, they were going to re-interview for their current job. Our initial goal was to terminate two of the seven positions. After the interviews, we decided to terminate three people.

Three people literally "failed" their interview. The amazing lesson was the difference in an interview when you don't know a person versus when you do know them. They cannot hide behind false statements when you know their work ethics, attitudes, etc. Also, you learn who really wants their position by how they prepare and their attitude toward the interview.

I would recommend this approach any time you are trying to make a decision about whom to keep and whom to terminate.

Lynn Gastineau, Gastineau Log Homes, Jefferson City, MO



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CALENDAR OF EVENTS

**Business to Business Strategic
Board Meeting**

Tuesday, January 16, 2007

FINANCE

Employee Financial Analysis

For business owners and managers, costs always seem much more difficult to track and control than revenues. This is true of employees, too, and in the absence of concrete information, they will generally have a fair handle on revenues and underestimate your cost structure. As a result, they will always tend to think that you are making more money than you actually are, and this dynamic needs to be taken into consideration when thinking about sharing financial information.

Hugh Koh, STA International, Uniondale, NY

HUMAN RESOURCES

Hire for Attitude

An employee needs all three legs of the success triangle (attitude, skills and systems) to make the maximum contribution. However, business typically spends a fortune both recruiting and late-training employees based on skills and systems.

If you list the ten most important characteristics you want in an employee—eight of the ten relate to attitude. The person with the right attitude will learn skills and systems. Someone with a poor attitude is far less likely to succeed regardless of their skills or the system.

Next time you plan to send someone to a \$1,000 seminar, buy them a \$15 book first. If they don't read the book, they won't get much from the seminar either.

Phil Linden, Lindens Propane, LaGrange, OH

CUSTOMER SERVICE

Think Like Your Customers!

Have you ever received an "Explanation of Benefits" statement from your insurer that left you with more questions than it answered? Who hasn't? Next time it happens, let it be a reminder to look over your own company's communication documents that are designed for customer consumption. Have you taken the customer's point of view and knowledge level into consideration when preparing your estimate, invoice, product description or complaint policy? Make it easy for your customers to understand these documents, and you'll make it easier for them to do business with you!

Doug Roof, TAB-Certified Facilitator, Hockessin, DE

Business to Consumer Strategic Board Meeting

Wednesday, January 24, 2007

February CEO Informational & Networking Meeting

Date To Be Announced

Our next Abbreviated, Informational Board Meeting will be held in February, however, seats will be limited. If you are interested in learning more about TAB, please [click here](#) for a private, no obligation, one on one meeting at your location.

QUICK TIPS

Attitude Adjustment

We classify team members in 1, 2 and 3 categories. Category 3 team members are not performing as expected and are usually prone to complaining about their job. Recently, I decided to speak individually with all those in category 3 and give them a strong warning. Less than half-way through the list of interviews, everybody knew what was going on. As a result, most category 3 team members have shown improvements in productivity and attitude.

Mike Barker

Leon Springs Gas Co.

San Antonio, TX

Recording Telephone Conversations for Quality

Whether you actually record telephone conversations or not, putting a message on your automated attendant that says, "This conversation may be recorded for training and quality purposes" achieves several things.

- It sends a message to your customers that you care about quality and training, and potentially elevates your image in their eyes.
- It reduces phone abuse by your employees because they are concerned that personal phone calls will be identified if they are caught up in the monitoring net.

Steve Quail, Q Source, Bohemia, NY

The Alternative Board® brings business owners, CEOs and presidents of non-competing businesses together in boards, where members can present challenges and opportunities to the board for seasoned, practical advice from other owners who understand one another's perspective and contribute meaningful solutions. The boards consist of up to 10 members, meeting monthly under the guidance of a TAB-Certified Facilitator. Over 300 TAB Boards are operating each month across the United States, Canada and South America. Since its inception, thousands of businesses have benefited from membership in The Alternative Board®. For more information on The Alternative Board®, visit www.TABBoards.com

How Many Banks?

You can never have enough banks—one is not enough. Expand your banking relationships. At the very least, you should have a business banker and a personal banker. If one cannot meet your needs, the other may be willing. Locally owned community banks are often more responsive than larger, multi-state financial institutions.

Wayne Hoover

Hoover & Harris & Co.

PC, Greeley, CO

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