



Tips Top[®]

FROM THE

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

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TAB MEMBERS IN FOCUS

Welcome, New TAB Members!

We are pleased to welcome the following new members who recently joined TAB Northwestern New Jersey:

Mike Campbell, Dale's Market

Dales Market is a community-friendly deli/supperette committed to excellence, customer service and convenience, with locations in Branchville and Blirstown, NJ.

Stan Cohen, Chi for Living and KC Design

Chi For Living teaches its students how the benefits of Tai Chi can enhance the mental and physical qualities of their lives.

KC Design is dedicated to working with its customers to build their business on the web. They specialize in custom web design and web hosting on its dedicated servers.

SALES



THE ALTERNATIVE BOARD[®]

Achieve Success with Peer Advice and Coaching



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CALENDAR OF EVENTS

Business to Business Board

Monday, April 16, 2007

Business to Consumer Board

Wednesday, April 18, 2007

Driving Referrals

I recently completed the TAB Business Vantage® about my business and was dissatisfied with my score under “Sales.” I went through the underlying questions and identified three key items that needed to be addressed and then met with my facilitator to go through it. Instead of stopping at the three I had decided to take on, he pushed me a little further and pointed out that my business benefits greatly from referrals, and yet I had said that we had no referral program. We have ongoing sales (maintenance, software upgrades, etc) and as we discussed it, I realized how easy it would be to put a referral program in place and give discounts off future sales to people who refer business. My salespeople can let customers know about this as part of their regular communications, and I am excited at how easy this will be to accomplish and how effective it can be in helping me grow my business.

Dennis Labriola, Admit Computer Service, Farmingdale, NY

MANAGEMENT

Making Time

At some point in our management history, the “Open Door Policy” was created. This allowed all my employees to drop in or to interrupt my thoughts by knocking at my door and asking questions. What I found was that although they were getting their work done, I was not. This realization changed my “Open Door Policy” to a sometimes open door. My employees had to be trained that when I closed my door, it meant I did not want to be disturbed. Once instituted, I was able to have some quiet time to concentrate on completing my more difficult issues.

Larry Shulman, Communications Specialties, Inc., Hauppauge, NY

LEGAL

The Importance of a Policy and Procedures Book Acknowledgment

Be sure that all employees have received and understand their policy and procedures book. Have them hand in a sheet with their signature so stating. My secretary charged with this responsibility for all new employees did not understand the importance of the recordkeeping and apparently let it slide.

This came back to haunt us in an unemployed compensation hearing for an employee who had been fired for repeatedly smoking in a non-smoking area. Although we had warned him twice before, the **unemployed compensation judge used the fact that our secretary couldn't swear that she had given him the procedures book, and we**

NJAWBO Business Boot Camp

Centenary College

Schedule an executive coaching session, or attend one of our two workshops on “**24 Sales Traps and How to Avoid Them**” or

“**Understanding and Leveraging Your Unique Leadership Styles**”

(which includes a free DISC profiles assessment).

Saturday, April 28, 2007

[More Info](#)

Jersey Gators Golf Outing

Friday, May 18, 2007

[For More Information](#)

CEO/Executive Informational Meetings

Want to know what owners of extraordinary businesses know?

Then join us for a 90-minute executive informational meeting sponsored by Achieve Business Solutions and The Alternative Board. Lunch will be served and there is no obligation or cost for attending. The Executive Meetings below will be held at three convenient locations:

Tuesday, May 22, 2007

Centenary College

Hackettstown, NJ

[More Info](#)

Wednesday, May 23, 2007

Noble Bank

Sparta, NJ

[More Info](#)

had no written record on file.

In the end, the ruling was in our favor, but the lesson to have all employees sign and return the acknowledgement has hit home.

Pat Masse, Masse's, Green Bay, WI

LEGAL

Employee Theft

One of my members had his internal accountant steal approximately \$28,000 by writing checks to herself and using bogus invoices. He had assigned his office manager the oversight function to check on the work of the accountant, making this her number one priority. Fortunately for the company, there was \$35,000 in employee dishonesty insurance which covered the claim.

Pat Idoux, Patrick Insurance, Waterloo, IL

LEADERSHIP

Leadership Networking

Business owners need to realize that their involvement in community activities and professional associations is vital to the successful growth of themselves and their company. Increasing your visibility in the community or industry association is a way of showing your appreciation of others and making a lasting contribution. The time investment has a high ROI.

Merv Selvidge, Synergene Seed Co., Salinas, CA

DEVELOPMENT

Take the Offensive

We are faced with the loss of a large customer – one who accounts for about 30 percent of our revenues. I quickly made the decision that we would grow our way out of this, rather than attempting to cost-reduce our way out. We have accelerated the development of several new services to fill the gap and to keep the organization moving forward. I'm more comfortable with this approach than I am with the defensive strategy of hunkering down.

Ernie Zerenner, Power Financial Group, Wilmington, DE

Thursday, May 24, 2007

East Stroudsburg University

East Stroudsburg, PA

[More Info](#)

New!

Business Improvement Workshops

"This is a vital tool in the workplace. I highly recommend this workshop to anyone interested in optimizing their performance in the workplace, the performance of their employees, or just anyone looking to better themselves."

—Michele Lucci & Ted Brennan T. M. Brennan Contractors, Inc.

[click here for more information](#)

QUICK TIPS

Marketing Trifecta

Send out a thank-you letter to new or first-time clients/customers. Offer them a discount on future goods or services if they fill out a customer feedback form. The results will:

- 1) build positive client relationships.
- 2) increase revenues by making the client/customer a repeat client/customer.
- 3) provide the business owner with valuable feedback that can be used to improve relationships in the future.

*Nancy Waterman, Network IT
Middletown, CT*

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

What's In Your Wallet?

My attorney, after drafting my will and setting up several powers of attorney, has given me a laminated card that fits in my wallet. It contains information on my healthcare power of attorney and who to contact to release healthcare information in the event I am incapacitated. In today's world of confidentiality and HIPPA regulations, such a card could be a lifesaver.

Keith Jones

ENDEX of Oklahoma Inc.

Oklahoma City, OK

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**800 CEO Read, Aug. 1st, 2006.*



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