



Tips FROM THE Top[®]

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

Published by The Alternative Board[®]

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A WORD FROM THE TOP

Archive of Best Practice Tips from the Top

2007 Tips from the Top are now available in a searchable online format to registered AchieveNextLevel users, allowing readers to now search for best practices in hiring, marketing, growing and leading their companies. There is no cost to access the archives, however Premium Content and Features (including additional premium tools, templates, content, blogs and secured, messaging and private group forums) is only available to paying subscribers and TABBoard members.

To access the free resource portion of the website, you must **register first**. Once you are logged in, simply **Click here**, or go to My Community (from the right hand side of the screen) and then My Documents and you can view the Archive of Tips from the Top.

OPERATIONS



THE ALTERNATIVE BOARD[®]

Achieve Success with Peer Advice and Coaching



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CALENDAR OF EVENTS

Business to Business

Board Meeting

November 6, 2007

Business to Consumer

Board Meeting

November 14, 2007

Teaming Part Timers Makes My Life Easier

The nature of our business (auto parts stores) requires numerous part-time employees. We were required to cover not only store personnel, but also numerous delivery drivers. Covering those employees who were absent was time-staking and frequently difficult. After pairing employees to cover driver shifts (e.g. two employees; one to cover the a.m. and one the p.m.), I found my work got easier. They took responsibility as a team to see their shifts got covered. If one couldn't report for work, the other would work both part-time shifts. I now try to pair most part-time employees and look forward to similar results.

TAB Winnipeg Board 401, Winnipeg, MB

HUMAN RESOURCES

Above and Beyond

After going through a team-building program, my employees suggested we have a process to continue the enthusiasm. They developed a simple pre-printed postcard that any employee, any time, may recognize another employee for an effort above and beyond normal in support of the team. Half the award is a colorful, "Above and Beyond" image, while the remaining space allows for the person's name, reason for the recognition, date and giver's signature. There are no rules. Each employee decides when, who and why to give the award. It is remarkable how motivating this simple award is for both the person giving and the person receiving the award.

Russ Hill, Ultimate Lead System, Berea, OH

SALES

Price is Not King

Regardless of the large size of a particular client or the impersonal nature of the contact (as found for instance in working with the Navy and the Army), the relationship and the human contact is still the most important part of the business transaction. It also goes to show that price is still not the most important consideration in making a sale. The most important consideration is value.

Philip Ochoa, Federal Defense Industries, Moorpark, CA

SALES

Pocono Mountains

Entrepreneur's Board Meeting

November 19, 2007

2008 Strategic Planning Event

Augusta, NJ

Friday, December 14, 2007

QUICK TIPS

Guide Your Business to Autopilot

The goal of every owner who wants control of their lives should be to make sure their business is driven on autopilot.

Julie Robinson

Morrisett & Robinson, CPA's LLP

Camarillo, CA

SMART Goal Setting

Setting goals for your business is a must! Write them down and a date when they are to be completed. Set short term goals (no more than five) for one year tied to your fiscal year. Also set a few personal goals. Make them SMART: Specific, Measurable, Action-oriented, Realistic and Time-bound. As the year unfolds they can be modified, deleted or new ones can be added.

TAB Metro East Illinois Board

O'Fallon, IL

Selling Through Market

We sell by doing market research to the president of target companies. We send the president a specification sheet of a new product we are going to market and ask them to review as to how it meets their needs. I, as the president, then have my assistant call and make an appointment for me to call him. After we go through the specs I then ask them, "If these changes were made, how much of our product do they think they could sell?" We find the president-to-president connection allows us to make sales in roads our sales people could not.

Bob Bayer, Theatrical Services & Supplies, Inc., Hauppauge, NY

MARKETING

Fix the Person, Not the Car

Of course we fix the car — we are one of the most highly rated auto service companies in the mid-Atlantic area. But fixing the car is only a subset of building a customer's loyalty and running a profitable and enthusiastic service operation. We inspire our managers and mechanics to look beyond the technical task and stretch themselves in the human dimensions of listening, acknowledging and performing — according to the expectations of our customers. Keeping customers returning for years and years takes a special effort to hear, learn, change and innovate. These special abilities start at the top, are consistently demonstrated with each employee internally, and reach the customer as a sincere and natural behavior. Yes, we fix the car, but we go beyond the expected to value and care for each customer as an individual.

Brian England, British American Auto Care, Inc., Columbia, MD

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

Employee Reviews

When performing employee reviews, itemize and place a value on all benefits the employee receives from the company. If you have hourly employees, translate those wages into a yearly rate to share with your employees.

David Hirsch

Charles Leonard, Inc.

Hauppauge, NY

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