



Tips FROM THE Top[®]

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

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TAB MEMBERS IN FOCUS

Welcome New Members

Please join us in welcoming our newest area TAB Members!

Debbi Anderson, Sew 'n Sew Bridal & Tuxedo – Sew 'n Sew bridal is the only area formal wear shop that provides onsite seamstress and tailoring – providing custom-tailored elegant, affordable designer tuxedo, formal and bridal wear.

Steve Rotyliano, Dyn-Optics, located in Sparta, NJ, is a high-tech manufacturer of two main product lines: process control instrumentation and equipment for thin film deposition systems, and thermal detection devices for the fire fighting industry.

ONLINE SEMINAR

Published by The Alternative Board[®]



THE ALTERNATIVE BOARD[®]

Achieve Success with Peer Advice and Coaching



Marcy Turkington

President

Achieve Business Solutions

The Alternative Board NW Jersey & Poconos

www.AchieveNextLevel.com

O 973.940.2020

M 201.370.6031

MTurkington@TAB-NWJerseyPoconos.com

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CALENDAR OF EVENTS

CEO Excellence Development Series –

New Online Seminars

'Tis the Season for developing your leadership skills and getting ready to break through to new levels of success in 2008! Achieve Business Solutions with The Alternative Board is offering their CEO Skills series for small business owners in a semi-monthly series beginning December 3rd. The interactive workshop series covers 6 Keys to Success, Marketing Basics, Beyond eMyth, 7 Critical Mistakes Business Owners Make, Sales Traps and How to Avoid Them, Managing for Success, People Power and more!

To learn more and register, visit the events calendar at www.AchieveNextLevel.com, email us at request@achievenextlevel.com or call toll free 866-426-8073. The first workshop session will be held Monday December 3rd with a repeat performance on December 17th. First time attendees participate for free!

MANAGEMENT

The Assistant Dilemma

We often struggle with the decision of whether and when to invest in an administrative assistant. A simple time management system can help. Keep track of and record those repetitive tasks that you perform daily, weekly and monthly. This will give you a good start on a job description for the assistant. It will also help you realize how much time you are spending on activities that do not capitalize on your strengths as the CEO.

Sandra Hanlon, S'Hanlon Online Auctions, Wilmington, DE

MARKETING

Put More Lines in The Water

The effectiveness of your marketing program will be impacted by a combination of the content pieces you use, number of prospects targeted and the frequency of your contact with them. If you aren't happy with the results generated, don't just change the content. You may need to expand your prospect list as well as your frequency. It's not always about gaining more prospects as much as sometimes just needing to put more lines in the water.

Marc Rocklin, Rocklin Irving Advertising, Lincolnwood, IL

SALES

CEO Excellence

Development Series

New Online Seminars!

Monday, December 3, 2007

Monday, December 17, 2007

See our lead article for more information! [Click Here](#).

2008 Strategic Planning Event

Augusta, NJ

Friday, December 14, 2007

Business to Consumer Board Meeting

Date To Be Announced

Visit our [Events Calendar](#)

QUICK TIPS

Before You Open The Door

There are certain attributes you just can't train; they have to be present from the beginning. Trust, honesty and reliability must already exist when an employee comes on board. Being able to distinguish between what must come in the door with the applicant and what they can be taught once inside will help with hiring successful employees.

Charles Smith

Tally Systems

Ronkonkoma, NY

Debriefing the Sales Process

Upon losing a “beauty contest” involving formal proposals with multiple vendors, it is advisable to send a letter to the potential customer thanking them for the opportunity. More importantly, ask for feedback about what your firm could have done better. This will accomplish two things:

1. It lets the customer know that you are still interested in their business and don't harbor any ill feelings about the process (in case the winning vendor does not work out).
2. It gives you quality feedback from the customer's perspective on improving your sales and proposal process.

Bob Sullivan, NAI Sullivan Group, Oklahoma City, OK

MARKETING

Using NetPost For Mailings

The US Post Office provides an online printing service, which is competitive and efficient for the limited mailing list requirements of small business. The service offers letters and postcards of various sizes (black and white or color). Upload your images, text and mailing list in the netpost format. After the final copy has been approved, you then pay and mail out your copies. Learn more at www.usps.com/netpost/.

Dave Huffman, Huffman LeVigne Associates, Westlake, OH

SALES

Battling Negative Rumors

A local competitor started passing a rumor around that our company would soon be going out of business. To counter this rumor, we sent in a secret shopper to check out the details regarding the rumor so we could then correct the misinformation in our discussions with our customers. We sent a mailer to all of our customers announcing our calendar of special events and promotions for the next six months as well as a special discount punch card.

Jeff Gurney, State Beauty Supply, Greeley, CO

MANAGEMENT

Working Hard

We all know that our employees are the key to our businesses' success. If you're continually willing to train, coach, teach and guide your employees while also providing a vision for them to attain a better life, they, in turn, will make the commitment and work hard for you and your business. This is what real motivation is all about.

Gene Kobayashi

Kuiada Art Supply

Salinas, CA

VARIOUS & SUNDRY ITEMS

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You can vote for free from now until the end of the year (as many times as you want, but no more than 1 per day). Please forward to friends/colleagues/family and spread the word – it's for some GREAT causes. [Click Here to Vote!](#)

Public Speaking

When polled on their greatest fear, people always put public speaking at the top of the list. We encourage all of our managers to develop their public speaking skills in order to overcome this dreaded task while also building character and self-confidence. "Learning by doing" is the best way to develop public speaking skills. In addition, there are many tools and resources available to help someone develop public speaking skills.

Andy Ziegler, eBlueprint, Cleveland, OH

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

2007 Tips from the Top are now available in a searchable online format to registered Achieve NextLevel 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 you must **register first**. Once you are logged in, 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.



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The Alternative Board® • 110 Birch Drive • Newton • NJ • 07860 • 973.940.2020

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