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# Tips from the Top

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

Dec. 2010 · Excerpt Edition

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THE ALTERNATIVE BOARD

Change Perspective.  
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*Touted as the most valuable and beneficial business advisory organization in the world, The Alternative Board® has been featured in leading business news sources from the Wall Street Journal, Business Week, the Washington Post, CNN and many others.*

*The essential and critical counsel and value The Alternative Board® consistently delivers to small and medium size businesses, and the immediate impact it brings to its clients organizations is an essential element for any organization that intends to thrive.*

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## About Me

Marcy Turkington  
[The Alternative Board  
NW Jersey & Poconos](#)

View my profile on **LinkedIn**

## Think Like a Level 5 Leader

In the book, Good to Great, Jim Collins talks about how great companies are led by Level 5 leaders. These are the CEOs, Business Owners & Executives who consistently encourage and empower their employees and give credit outwardly when the company achieves success, have an almost paranoid approach to viewing future threats to the business and, when positive results are not achieved, look inwardly for what they could have done differently. If your company isn't achieving the results you'd like, consider [thinking like a Level 5 leader](#).

Marcy Turkington, The Alternative Board NW Jersey & Poconos

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## Effective Delegation

Effective delegation benefits you, the business owner, as well as the rest of the organization. However, when delegating work, I've found that asking the question, "Do you understand?" often receives a predictable "Yes," even if the person does not understand. So now I ask, "Any quick thoughts on how you plan to proceed?" The response to this question tells me if my direction



Dick Cipoletti  
[Email Me](#)



Chris Lipper  
[Email Me](#)

### *Inside this Issue*

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Excellence



Want to lead like a Level

was clear, while reinforcing the expectation that their personal initiative is valued.

James Van Handel, CE Power Solutions of WI, Appleton, WI

## Leveraging Client Profiles

To help focus our sales and marketing efforts, our firm defined our ideal customer profile based on revenue, effort of engagement and future potential growth. Using a rating system (A, B, C, D), we focus our marketing efforts on divesting or converting "C" and "D" clients to "A" or "B" clients, and focus our sales efforts on "A" and "B" ranking prospects. This profiling system allows us to maximize our marketing budget and keeps our sales force focused on the best opportunities. In addition, our customer appreciation program is centered on recognizing the clients that rate highly in this system, which helps us retain the best ones.

Dean Branson, Midwest Agency, O'Fallon, MO

## Tips For Hiring

I have two tips for hiring that have worked well for me. First, when deciding on a potential hire, I try to determine how that candidate treats their personal belongings (car, tool box, etc.). To me, this provides insight on how they will treat my equipment and customers.

Second, if you are looking for mature hires to potentially engage in second careers or part-time employment, try advertising to "55 and older" communities. Most have newsletters for residents who may have the skills you are looking for.

Anthony Baldino, JPG Electric Main & Construction Corp.,  
Ronkonkoma, NY

## E-mail Efficiency Tips

I am very protective of my business e-mail address. I only allow actual business communications access to that account. I maintain a separate account for newsletter subscriptions, hotel reservations, ordering online, etc. By doing this, I keep my business e-mail inbox clean and results-oriented.

James Warner, QSkilled Staffing, Alto, MI

I give a different e-mail address to important customers, suppliers, etc., and then forward those messages to my cell phone with a special ring tone. That way, the most important e-mail is addressed in a timely manner, while other e-mail can wait until later or I can ignore the clutter entirely.

5 Leader? Download our White Paper on Strategic Business Leadership.

[DOWNLOAD HERE](#)

## Member Events

### Chairmans' Meeting

NAPSCO, Franklin, NJ  
December 7th

### Poconos' Meeting

Satterthwaite & Carhardt, Buckhill Falls  
December 8th

### Presidents' Meeting

Bennett Bean Studios  
Blairstown, NJ  
December 28th

### Key Manager/2nd in Command Meeting

TM Brennan Inc  
Hamburg, NJ December 28th

[Learn more](#) about how The Alternative Board helps business owners achieve more.

## Quick Tips

### Process and Procedure

Many companies have informal processes and procedures in place - a preferred way or a best practice but it's not written down. If you have an informal process and need to educate an

Sam Minick, Minick Materials, Oklahoma City, OK

## Mobile Payments

If you want to receive payments from clients in the field, I recommend Intuit's GoPayment. The app works on many types of mobile devices and if you already use Intuit, all the payments can be automatically deposited into your account. The basic service costs \$12.95 per month, and there are three levels of functionality you can choose from. Level one allows you to type the amount and the card number into your phone and send the information to get instant approval. Level two gives you a wireless card reader that fits easily into your shirt pocket or purse and allows you to scan the card into your phone. Level three includes a portable printer, which gives you the ability to give your customer a receipt on the spot.

Christopher Ulrich, The Direct Response Group LLC, Melville, NY

## The Pursuit of Excellence

During our Board's recent discussion of how expectations and effort contribute to excellence, I shared a favorite quote of mine, from Olympic alpine skier Kjetil André Aamdot:

*"Excellence is obtained by those who care more than others think is wise, who risk more than others think is safe and dream more than others think is practical."*

When you look at excellence this way, you realize that the current "trying" times we live in are no more challenging than before.

David Baulieu, Next Move LLC, Huntersville, NC

### ABOUT THE ALTERNATIVE BOARD®

The Alternative Board® is comprised of members who are business owners, CEOs or presidents who run businesses in non-competing fields. The support and real-world advice from one another-and from your personal TAB business coach-make a bottom line difference. Our TAB Board will give you a distinct edge by helping you create, implement, adjust and stay on track to achieve your personal and professional goals.

**You can learn more about TAB, which has been helping business owners succeed since 1990, by visiting [www.TheAlternativeBoard.com](http://www.TheAlternativeBoard.com).**

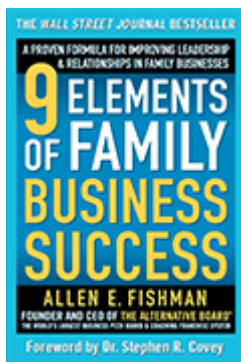
employee on it, have them take notes on what you tell them and create a written process you can review.

Chuck Merritt  
Merritt Environmental  
Consulting  
Hauppauge, NY

### **Credit Cards for Loyalty Programs**

Incentive-based loyalty programs are a smart way to accumulate free stays and flights. If you want to know which credit card to use to acquire frequent flyer points, go to [www.frequentflyer.com](http://www.frequentflyer.com), which offers comparisons between the different cards.

Jeff Ehrlich  
Fulfillment Plus Inc.  
Holtsville, NY



Click on the above book cover to order your copy of this best-selling book - the *9 Elements of Family Business Success* by Allen E. Fishman, Founder and Chairman of The Alternative Board®.

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