

Tips from the Top

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



THE ALTERNATIVE BOARD

*Change Perspective.
Improve Business.
Enjoy Life.*



Gary Brunson Debra Rider



John Kurtze Dick Wooden



Don Stohler

For more information on
TABNCI Facilitators visit our
website at www.TABNCI.com

*You can have your
own owner
advisory board!
[Click here](#)
to learn more*

Insanity = doing the same
thing and expecting a different
outcome. If you want
improvement, BEGIN WITH

Getting the Message Across

I have a number of "back office" employees who sometimes forget that they will often have to respond to customers' questions and issues.

When that time comes, they feel interrupted from the paper-focused task they're doing and their annoyance can easily be perceived by the customer on the telephone.

To avoid this problem, I've added "customer service" to their job descriptions (with the appropriate training) so they now accept the phone calls more willingly and realize that speedy, polite answers are part of what I pay them to do.

Lorri Cochrane, Certified Payroll and Tax Services, Bohemia, NY

[back to top](#) ►

Greater Subscriptions or Registrations

When I speak to groups or companies, I always try to capture audience feedback through a post-event survey that I hand out after the presentation.

This survey also references my company's newsletter and asks for permission to e-mail the newsletter to them.

One tactic that I have discovered that boosts survey response rate and sign-up percentages is to "pre-populate" the first few rows on the sheet. I find people are more willing to give you their information if they see that others have already done so.

Arthur Femenella, Femenella & Associates, Branchburg, NJ

[back to top](#) ►

Government Bidding

For the past three years, we have been using American Logistics Information Corporation to aggregate bid solicitations, selecting only those that are of interest to us.

The Alicorp Web site at www.alicorp.com, color codes RFQs to easily identify items previously supplied by our company and lists purchase history information, including prices and lead times for contracts not won.

Although this is a paid service, we have found it to be much more economical than using internal resources to search through the colossal amount of government RFQs that aren't relevant to the product lines we carry.

In addition to government RFQ filtering, the site also tracks all contracts received and is a single portal for providing mandatory EDI communication for advanced shipping notifications (ASNs), receiving reports (DD250s) and invoicing to the government site (WAWF).

Al Felice, Rapid Rivet & Fastener Corp., Farmingdale, NY

[back to top](#) ►

If the Bank Won't Lend...

YOU.

[Click here](#) to request your *FREE, fast, very accurate behavioral profile.*

Inside this Issue

- [Getting the Message Across](#)
- [Greater Subscriptions or Registrations](#)
- [Government Bidding](#)
- [If the Bank Won't Lend...](#)
- [Growth Without Overhead](#)
- [Making Internet Reading Faster and Easier](#)
- [Quick Tips](#)
- [Private Appointment](#)

Want a tranquil moment in the midst of your hectic day?

Click on www.tabnci.com, find "Here is something special for. (click here)" at bottom of the home page.

Click, sit back, breathe deeply, slowly and enjoy.

Benchmark any job you have so you can hire or promote from within more effectively. One free without obligation - [click here](#).


Determine the behavioral and motivational makeup of a candidate you are hiring. Try one free. [Click here](#).

Discover how you can measure emotional intelligence, the key determiner of any person's ability to succeed. For one free assessment, [click here](#).

If you have interest in just a personal, private, confidential conversation to think through any aspect of your business without cost or obligation, [click here](#).

Hear How We Help Our Members



Watch Video 

The recession has forced our Board to continually reinforce with our members the need for a well-defined process for collections.

Even the smallest business needs a credit management process that includes credit history checking, establishing credit limits, payment guarantees and adherence to terms with consequences. Reinforcing the concept of not being a bank for your clients is important.

The rule of thumb measurement we go by as a group is, "If the bank won't lend to these clients, why should you?"

Sergio Prusky, InStyle!, St. Louis, MO

[back to top](#) ►

Growth Without Overhead

We were able to grow 30 percent last year with minimal increases in overhead and we are planning to do the same again in 2010.

How did we do it? By utilizing the same technology that larger companies use, which has enabled us to generate additional sales and be able to deliver them.

For instance, we implemented SAP's Enterprise Resource Planning (ERP) software system. For a company with just 10 people in the U.S., some might consider this to be overkill, but it has allowed us to achieve our production management goals.

You can learn more about SAP ERP by going to their Web site at www.sap.com/solutions/business-suite/erp/index.epx

Jerry Su, Teamson Design Corp., Edgewood, NY

[back to top](#) ►

Making Internet Reading Faster and Easier

I have found a simple Internet tool called "Readability" that makes reading on the Web more enjoyable by removing the clutter around what you are reading.

It also allows you to customize your settings for newspapers, e-books and novels. You get to select the size of the text and the width of the margins.

Just go to the Readability site, <http://lab.arc90.com/experiments/readability/>, right-click on the badge and select "Add To Favorites." When visiting a Web page worth reading, simply click the link to enable Readability.

Ronald Cook, Ronald Cook Attorney At Law, Smithtown, NY

[back to top](#) ►

Quick Tips

Do What Counts Most

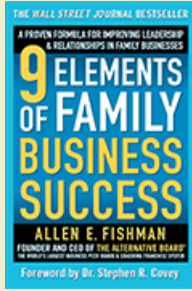
No matter how effective you are, if you're not working in your unique ability and exemplifying your true strengths, you're not maximizing your value to your company, whether you're an employee or the employer.

Mary Ann Holloway, Comprehensive Business Consulting & Training Corp., Ronkonkoma, NY

Effective Dress Codes

My workforce tends to be very creative, which frequently extends to their appearance.

To keep our dress code professional and understandable, my rule is, "If you wore



Now Available: Click on the above book cover to order your copy of The Wall Street Journal business book best-seller the *9 Elements of Family Business Success* by Allen E. Fishman, Founder and Chairman of The Alternative Board®.

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. [Click here to learn more!](#)



Download a PDF version of this newsletter.

[DOWNLOAD HERE](#)

it to the interview when you were hired here, it is probably acceptable.”

This eliminates all the body jewelry, unusual attire and strange hairstyles that new hires wear after starting on the job.

Rene Clawson, Clawson Architects, Maplewood, NJ

[back to top](#) ▶

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. During a TAB Board meeting, you receive the benefit of the collective experience of the board members, who offer practical solutions to your problems-not theories.

You can learn more about TAB, which has been helping business owners succeed since 1990, by visiting www.TABNCI.com.

TABNCI–The Alternative Board® | 215 N Michigan St. | Elkhart | IN | 46514 | 574.206.9903



[Unsubscribe](#) | [Subscribe](#) | [Contact Us](#)

