

# Nothing Personal...It's Business

Excelleron Business Consulting, LLC  
Consulting, Coaching, Business Development

January 2009

Volume 1, Issue 10

## Special points of interest:

- What's It ALL About?
- Keeping Your Focus
- What *They* are Saying...
- Coaches Corner

## What's It All About?

With 2008 being a roller coaster of a year economy-wise, the question above is being asked by business pundits and the average guy on the street with both seeming to be shaking their respective heads as if to say, "who the heck knows?" This newsletter may not serve to answer that question specifically but what it will do is raise other questions which when considered will point the way back to what have been historically time honored successful strategies for sound business practices.

Key areas of focus will center around what makes for effective marketing and how to maximize results with sales. We will also look at those human resource concerns that make for getting the right people on the bus and the wrong people off. Of course, At the same time, we will be careful to remember what we need to do get the right people in the right seats, too. Most importantly, we will strive to keep you focused on that which helps you keep your cash register ringing in the first place.

Some of you might be ask, "So what makes you so smart?" Well, as it turns out, what I have learned over the past 29 years in business, having owned several different kinds of companies, written books and even having consulted for *Fortune 500 Hundred* companies, is the same thing that many of you hardened NFL football fans probably know

already. And that one thing is, that when you want to have a winning team or organization (which in business usually equates to profitable) many times it comes down to that sometimes elusive thing that we call *coaching*. Yes, effective business coaching can certainly make all the difference in business just as it can in sports. At Excelleron Business Consulting, LLC we will continue to provide our clients with the right tools and modalities to get them to stay focused on the goals they have set for themselves and using various tools and metrics, we will show them what they need to do (or stop doing) to achieve them.

For those readers who have specific questions on business coaching, how we accomplish what we claim to do, or have other challenges they would like to see addressed, please feel free to contact me at: [brendan@excelleronconsulting.com](mailto:brendan@excelleronconsulting.com)



**Brendan J. Cunningham, Pres.**  
Excelleron Business Consulting, LLC

## Keeping Your Focus



Why is Selling to Existing Customers Important?.

It comes down to three things: **Revenue, Cost and Longevity.**

**Revenue:** *Customer Service Institute* – 65% of business comes from existing customers *Technical Assistance Research Programs Institute* – 91% of dissatisfied customers don't return – AND tell seven people! *Harvard Business Review* – Increasing customer retention from 10% to 15% can double revenue.

**Cost:** *Customer Service Institute* – It costs 5X more to get new clients than to keep an existing one **Longevity:** *National Federation of Independent Businesses (NFIB)* – 3-Year study proved that businesses that focused on service were more likely to survive than those who emphasized price or product. So think about that the next time some smart guy, know-it-all, tells you in this price conscious economy, that it is all about **Price.**



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Excelleron Business Consulting, LLC  
33 Sawgrass Ct.  
Hamburg, New York 14075  
Office: 716-818-2526  
Fax: 716-648-6215  
E-mail:  
brendan@excelleronconsulting.com  
[www.excelleronconsulting.com](http://www.excelleronconsulting.com)

***"I absolutely believe that people, unless coached, never reach their maximum capabilities."***

**Bob Nardelli, CEO Home Depot**  
**Fortune Magazine**

## Coaches Corner...Good Help is Hard to Find!

Have you ever heard that? Well it is as true today as when Cicero first said it over 2,000 years ago. You hear it all the time from business owners... "Good help is hard to find." Sure – it has its variations, such as "I work harder now that I own my own business than I did before when I was an employee," or "in today's economy, people don't stay at the same company very long," but it all means the same thing.

Is there an answer... of course there is! With a little preparation, you CAN find a great employee and keep focused on what should be one of your first objectives: building the right team.

- First of all, have a prepared job description, including duties performed, education, experience, and ability requirements for the position ready before you start.
- Secondly, rather than a standard ad, try this - ask for EXACTLY what you want!
- Thirdly, take your time in the interview process to find the exact person. One really smart Sales Manager I know, always looks for reasons to not hire the person as opposed to reasons why they should take the position.
- Finally, rather than a pat on the back and a hearty "good luck" when they start, take some time to review the position, set goals for them and train them.

There are two maxims I would like you to remember when you are taking this most important step in building your team: **"Hire for attitude and train for aptitude."** Too many business owners think as long as they get someone that is qualified, it all should just fall into place. A bad attitude cancels out even the best performance when it comes to building a truly winning organization. And **"Slow to hire and quick to fire,"** Stop doing the opposite! A bad hire is the biggest killer of morale and overall quality at every level of production. Take your time and get the right person the first time.



### Some Notes on what THEY are saying...

In spite of the doom and gloom that most of us cannot seem to escape in any newspaper you pick up these days, **There are some fundamentals about the**

**American economy that should give us some serious hope for the new year.**

Did you know that the World Economic Forum -- the Davos, Switzerland', people -- for the second straight year judged the **United States** as possessing the **most competitive economy in the world?** (Then came Switzerland, Denmark, Sweden and Singapore.)

Among America's strengths:

innovation, flexible labor markets and higher education. Not surprisingly, though, our institutions ranked a dismal 29th. (Thanks, Wall Street.)

Overall, the core U.S. economy is in far better shape than it was in the 1970s, with a higher productivity and a better tax and regulatory system. Even though the American economy finally succumbed to the oil shock and the credit crisis in 2008, it held up longer than many predicted, thanks to its deep strengths. Who knows, maybe it will surprise the bears again in 2009.

*Portions of this article were written by James Pethokoukis for **U.S. News & World***



**Winning is an Attitude!**