

Nothing Personal...It's Business

Excelleron Business Consulting, LLC

Business Development, Consulting, Coaching

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Let's Shake on It

How many business meetings have started and concluded with people shaking hands? How many deals have ended or never happened because of an inept or offensive "shake?" How many opportunities do each of us get on a regular basis at networking events, parties and other social gatherings, to capitalize on what has almost become a meaningless gesture? The answer is, probably more than we will ever know or want to know. And yet conversely how many of us will report incidents where they elected not to do business based on the "flabbiness" of the handshake or something else it conveyed that said "no?" It is one of the more subtle and powerful tools at our disposal and so many overlook it.

Let's review **Handshaking 101**, shall we? A hand shake is a **sincere** gesture that "you come in peace" and you do not mean the other party any harm. Your hand is empty. You are not carrying a weapon. But if it is to be sincere, make it sincere. Look the other person in the eye as

you grab their hand. As you are extending your hand to grasp the others, register the color of the other persons eyes and hear them say their name, if they are introducing themselves. Say it in your mind or literally repeat it so that you know you have the right name in the first place. Press the flesh firmly but do not get into a squeezing battle. If you have a perspiration problem carry a handkerchief and dry yourself off as often as you need to so you don't become the "salesman with the sweaty palms." There are many styles, the hand over hand or so called politicians grip is just one example. The key to maximizing your return on this most important part of this particular social amenity and business necessity is **sincerity**. So **grab, look, register** and **squeeze** and take a good solid moment doing it too. Don't be so hasty. You will be surprised at how many more deals fall your way with people saying things like, "Yeah, I kinda liked that guy, (not sure why?)"



Brendan J. Cunningham, Pres.
Excelleron Business Consulting,

Keeping Your Focus



"Getting the Edge in YOUR Business"

Excelleron Business Consulting has taken to the airwaves in "cyberspace", that is, and launched the "Getting the Edge in Your Business" Radio show. Each week, listeners all over the world, through the magic of their computer can tune into **blogtalkradios** newest hit show. That's right, simply click on to blogtalkradio.com at 6:30 PM Eastern time and you can hear the latest strategies to enhance your business's performance. Not only that but you can also be the guest on the LIVE call in show. Just call in any time during the half hour show at (347) 637-1744 and "bang" your speaking live on the air with Brendan Cunningham and any one of the myriad of guests that might be appearing that week.

Previous shows have featured: **Marketing Guru**, Eric Eustice, from the Entercom Corp., and **Growth and Profit Expert**, Richard Brotz. Future shows will include David Thompson, Eric Degen and Keith Fischer all of whom have carved at successful consulting and coaching firms. They will be on hand to provide listeners with strategies designed to give you and your business the Edge. Tune in and listen to a free flowing dialogue reviewing the techniques that will take you from being a frustrated entrepreneur to a successful business person. Of course, Podcasts of previous shows are also available.

Coaches Corner: Are You Doing Too Much?

A big part of the theme to Jim Collins classic book "Good to Great," is you have to get the right people on the bus. A close second and third part of the theory goes on to state that you have to get the wrong people off of the bus and the right people in the right seats. We cannot agree more. For a business to be successful in the way we describe it at Excelleron Business Consulting, LLC, this becomes a crucial part of the formula. Take a look at the chart below.



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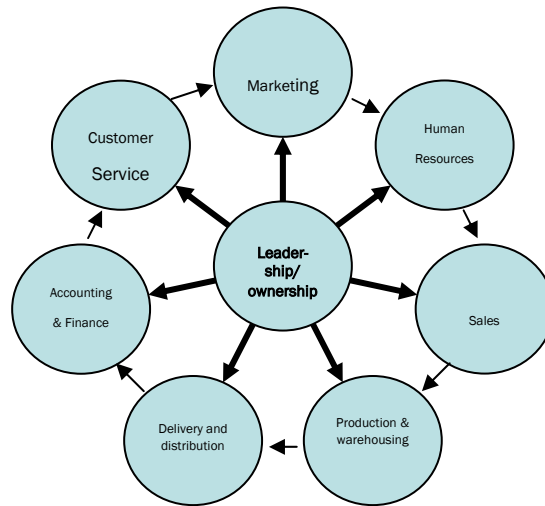
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"As a former professional athlete, "I know the value of coaching! Brendan has helped me focus in on what I must do to set myself apart from the rest in the very competitive insurance industry. I am confident Brendan's professional experience and knowledge can help you as well!"

Adam Lingner, an accomplished professional and 2 Time Super Bowl Player



Choose your seat (wisely) remembering you cannot sit in all of them. When you are first starting out you will definitely be in multiple seats. As time goes on, however, it becomes crucial to replace yourself and fill the other seats. The key to doing it most effectively is the **Excelleron Rule** that you should "Hire for attitude, and train for aptitude." If you do that, you more than likely be taking a really nice bus trip with your well formed team. Seat belts will be required.

Testimonials: One Powerful Tool



Remember to "sharpen you saw!"

Was there ever a more powerful tool than the testimonial? Well there might be, but this extremely powerful marketing tool is one that is often overlooked. And you know what, sometimes we just get "too busy" or "too smart" to use it.

But consider what Dan Kennedy, marketing guru, had to say on the subject: "What others say about you and your product, service, or business is at least 1000% more convincing than what you say, even if you are 1000% more eloquent."

Why this happens is simple. Customers doubt what we say about ourselves, but believe other customers. And the more customers who say good things about us, the more prospective customers will believe them.

Ira Hayes of National Cash Register noted that when he made sales calls, his presentation principally consisted of showing binders of testimonial letters to his customers.

Time management consultant Larry Dolan further concurred and told marketing guru Dan Kennedy that he closes every inquiry he gets for a speaking engagement. Ironically, he has no brochure, no demo tape, no video tape. When a prospective client calls, Larry simply sends a hand-addressed box of copies of testimonial letters. Can you imagine the power of hundreds of

letters praising his presentation? This is more compelling and believable than anything Larry could say about himself. (Kennedy Marketing & Moneymaking Superconference 1998.)

So when you send a sales letter, think about including as many testimonials as possible. Odds have it that the testimonials are more likely to make the sale than your letter. When you make a sales presentation, have a supply of testimonial letters. If possible, get audio tapes and video tapes with testimonials.

Include testimonials in your advertisements. In some cases, an entire advertising campaign can be built around a series of testimonials.

How can you get testimonials? First, you must provide an outstanding product and service. Then, ask your customers for help. Interview your customers about what they really like about your product and the service you provide. What do they especially like about working with you and your company? Ask if they would write what they told you in a letter or if you can write it for them for their approval. You might even ask if you can tape record or video record your interview.

Ask for, collect and use testimonials for your business and you will see an improvement in your results!

Excerpted in part from an article by Michael C. Gray 1998