

# Nothing Personal...It's Business

## Excelleron Business Consulting, LLC

Business Development, Consulting, Coaching

September 2009

Page 2

Special Points of Interest: Having the Legs...

Keeping Your Focus: "Whatsup on blogtalkradio?"

Coaches Corner: Re-thinking the "To Do" List  
9 Qualities of Successful People

### Having the Legs...

**Does your business have the legs to go the distance?** What can you do to survive this climate of economic downturn, that will prove challenging even to businesses with rock solid records of success, and come out the victor over your competition?

**Ask yourself this question. Do I really enjoy what I'm doing?** If the answer is no, what will it take to get back that level of excitement that got you to open your business in the first place?

**Are you being cost conscious or have you stopped spending completely until economic times improve?** If you have stopped spending, consider that this is rarely the answer to your problems. You must be smart regarding your spending. How will this expenditure benefit the business and is the return worth the expense? During the current situation, it is possible to make some great deals that will reward you handsomely in the long run. For instance suppliers are more and more willing to bargain with product and services. If you have the cash and need new equipment that will save money in the long run by improving efficiency and effectiveness it may be wise to spend the money now while you can negotiate.

**Be creative in your marketing strategies.** Being creative doesn't have to mean spending more money. Find new ways to reach your target market and commit to

meeting new prospects even if you have to get out of your comfort zone.

**Treat your current and past customers with gratitude and respect.** Make contact regularly with your past clients. Let them know that you appreciate their past and continued support. Make sure everyone on your staff is well versed and practiced in superior customer service strategies.

**Offer your customers money saving ideas for their businesses.** This may help sell your products and services. More importantly it will strengthen the relationship you have with your client.

**Collection of accounts receivable.** You may need to step up your efforts on collecting your receivables. Consider offering a discount if invoice is paid in 10 or 15 days. Call clients, who are in arrears, quickly but be understanding and offer solutions. This will encourage many to pay you first and they will remember you positively when they are in a better position financially.

These are just a few things to consider when evaluating your present position in the marketplace. If you're not sure if your business has the legs, you might want to talk to us?



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

### Keeping Your Focus



### Whatsup on Blogtalkradio?

**Excelleron Business Consulting, LLC** continues interviewing it's cavalcade of stars on it's weekly radio show "Getting the Edge in Your Business." Brought to you through the magic of the computer, listeners can tune into *blogtalkradios* newest hit show and go live on the air and ask questions of Brendan Cunningham and any of his interesting and important guests.

Featured guests this past month included a special two part program with best selling author Jathan Janove J. D.: who discussed his books "**How to Avoid the 8 Deadly Sins of Mismanagement**" and his *newest book*,

**[Profile: A Management Tool To Unleash Employee Potential](#)** (Davies-Black Publishing) **[Gold Medal: 2009 IPPY Awards Business/Sales/Career](#)** *Workplace Productivity without Workforce Trouble*  
**[www.jathanjanove.com](http://www.jathanjanove.com)**

*The writer and business expert is additionally a partner in the law firm of Ater Wynne LLP with offices in Portland, OR, Seattle, Salt Lake City and Menlo Park, CA, Jathan has been recognized in Chambers USA: America's Leading Lawyers for Business, Best Lawyers in America, and Super Lawyers. He received the Employment Lawyer of the Year Award by the Utah State Bar in 2005, and the J. Reuben Clark Law Society Citizen Lawyer Award in 2006.*

Tune in Tuesdays at 6:30 PM (Eastern time) and "Get the Edge," in your business.

# Coaches Corner: Re-thinking your "To-do" List



Excelleron Business Consulting, LLC

Excelleron Business Consulting, LLC,  
**Business Development, Consulting,  
Coaching,**  
33 Sawgrass Ct.  
Hamburg, New York 14075  
Office: 716-818-2526  
Fax: 716-810-3318  
E-mail:  
brendan@excelleronconsulting.com  
www.excelleronconsulting.com

"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**, accomplished professional. and  
2 Time Super Bowl Player

**The List of Seven:** Start fresh every day. Today's list, written today for today, should contain no more than seven items. Based on your priorities, list today's most important item first, and so on. Each item on the list must advance a critical issue in your business. If it doesn't, why are you doing it? Remove it from your list. If you still think it's important, but not that important, delegate it to someone else.

## Planning and Reality

Each day brings scheduled and ad-hoc meetings, walk-ins, sit-downs, and emergencies. Plus, you have daily rituals - answering email, your half-hour reading, or reviewing sales figures. Each meeting and each ritual should be evaluated against your highest priorities. If it doesn't address your priorities, don't do it. Don't participate. Give it up. Delegate it away. The time remaining after meetings and rituals is available for your to-do list. Don't squander it!

**Using the list:** Put your energies into doing the first task on your list until it's complete. Only then, move on to the second item. You may not complete today's list today - you may not even complete item one - but if you've spent the day advancing your highest priority, you've been productive. Tomorrow, make a fresh list on a fresh sheet of paper or its computer equivalent. Don't automatically carry anything over. This will give you a sense of completion and force you to freshly evaluate what's important. If you have multiple "highest priority" tracks to follow, break up the available time into fixed time slots, and advance several priorities at once.

**Evaluation and balance:** At the end of each week, match your accomplishments against your list of strategic priorities. Check to see that you are making progress with all your objectives - that all your priorities are moving forward. Don't let key areas in your business languish. Evaluate your progress against your New Year's Planning List?

There may still not be enough time for everything, and that's okay. The important things, the things that are critical to your business, will get done. **Everything else can wait.**

## 9 Qualities of Successful People



**Remember to  
"sharpen you saw!"**

1. **The ability to listen** – and listen well. Always remember, we have two ears and one mouth, there's a good reason for that.

2. **Assertiveness** – successful people know when to say 'no' and don't hesitate to do so. They set limits for themselves and realistic goals without over committing.

3. **Do not dwell on past mistakes** – we all make mistakes, move past them. Certainly you should learn from them, but don't waste your time being overly concerned about them.

4. **See things from the other person's point of view** – successful people strive to understand the other person and see things from their perspective.

5. **Willingness to accept a challenge** – an important quality of all accomplished business people is their willingness to try new things, accept a challenge and be open to new ideas and concepts. Don't ever let your fear of failure stop you from trying new things.

6. **Know when to give up and change your approach** – evaluate situations regularly to determine success or failure, and when necessary, make a change. Don't continue to do things that aren't working for you. If it works, keep doing it; if it doesn't work – move on to

something else.

7. **Keep a positive outlook** – successful professionals are optimistic and positive. They believe they can be successful and are willing to invest whatever hard work is necessary to accomplish tasks and reach their goals.

8. **Continually look for opportunities** – even when challenged and things don't go exactly the way they wish they would, successful people have an unfailing optimism. They're like the 'little train that could' and they constantly tell themselves "I know I can, I know I can." And they DO!

9. **Think and dream big** – some may be restricted by the proverbial 'glass ceiling', but optimistic and successful people don't see a glass ceiling and believe that their success and opportunities are unlimited. The word 'can't' isn't even in their vocabulary because they are absolutely sure that they CAN accomplish anything they want to.

So, how do you measure up according to these nine points? Are you the upbeat, optimistic person who has all the required qualities to be a success? Or do you need to try a bit harder and strive to incorporate these traits into your life?

by  
Esther Bird, **Motivational Speaker**  
at **Bright Future Coaching**