

# VENTRAX

## BE TIMEWISE

### APRIL 2017 ISSUE



#### The Difference between Selling and Sharing



There is a difference.....

Between hawking a product at a disinterested group and telling your friends about a movie they can't miss. Between spamming everyone you know and passionately proclaiming good news you can't keep inside. Between manipulating people to buy something and just simply sharing something you've created.

But some never understand this. Some people think that if you have anything to sell, *ever*, then you're instantly a fake, a charlatan, a scammer. And these people will never be satisfied. They will always criticize and find reasons to tell you what you're doing is wrong. And you should ignore them. **Don't be afraid.**

***Q. Do creative people have trouble getting paid for their work?***



Indeed, they do. In fact, this applies to anyone with remarkable skills they take for granted. Many gifted people don't understand the value of their gifts. They minimize them, dismiss them, and sabotage their work.

But why?

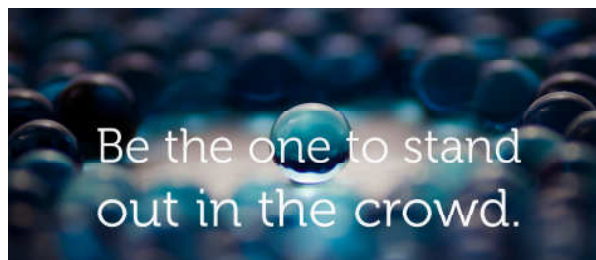
*Because*, they reason, *why should I get paid for something I enjoy?* It's easy. Fun. Effortless. But not for everyone. Just for you. Which only makes what you do even *more* valuable.

Here's a challenge: Stop apologizing for your art, and embrace the fact you have something valuable to share. Something that's — dare I say it — worth money!

**Charge for your best work.** Why do we do this? Why do we hate charging people to do our best work? It's time we stop apologizing and start valuing the contributions we can make.

## HOW TO NOT SELL OUT

This isn't license to sell out and turn every word you write, every photo you take, and every picture you paint into a paid product. No. That's not the point at all. The point is this: Now, you can be your own patron. In an age when artists don't have to be at the bottom of the food chain, dependent on the generosity of others, the only thing holding creative people back from success is themselves.



If you don't want to make money off your art, don't do it. Nobody's forcing you to do it. But don't use lack of resources as an excuse to not create, because you no longer have that excuse. The world values your work. The question is, do *you*?

## The 4 Qualities New Sales Managers Need For Success

A sales rep on your team does a good job - let's say very good. The bosses want to reward her, so they promote her to sales manager. Sounds logical, right? But behold the huge problem here: Having the qualities that make an excellent salesperson does not necessarily mean a person knows how to be a good sales manager and lead a team to success.



77% of the time, management makes a mistake by promoting a sales rep into a sales manager. The people they promote have no idea how to be a good sales manager. Just because they sell well as an individual contributor doesn't mean they'll become a good sales coach; performance as an individual contributor does not forecast performance as a sales manager.

Whether you're a sales executive who wants to help folks successfully navigate the transition, or trying to make the climb yourself, the question is this: *How can anyone determine which reps are cut out for the management track?*

## FOUR KEY QUALITIES THAT SEPARATE SOLO A-PLAYERS FROM MANAGEMENT MATERIAL

### 1. THEY KNOW HOW TO SPIN STRAW INTO GOLD

The sales reps that make the best managers are often the least successful at sales execution. "They cannot as easily execute. But they understand the game. They can plan. They can organize. They can strategize." Good sales managers have an aptitude for helping others overcome obstacles and win through persistence.



By contrast, “The best salespeople usually make the worst managers, given they cannot be patient in letting a ‘student’ learn through failure. Instead, they’re always stepping in to take over so as not to lose the sale.

## 2. THEY'RE MORE MOTIVATED BY “WE” THAN “ME”

“The best sales managers are the ones who align themselves strategically with the organization’s mission and values, while servicing the clients in the best manner possible.



Stars shine on their own. But knowing how to be a good sales manager means you understand the importance of helping others shine and align.

So in seeking the best manager to-be, target the sales rep who:-

- Promotes team spirit
- Has a gift for turning cacophony into harmony
- Knows and applies the “80-20” of listening four times as much as they talk

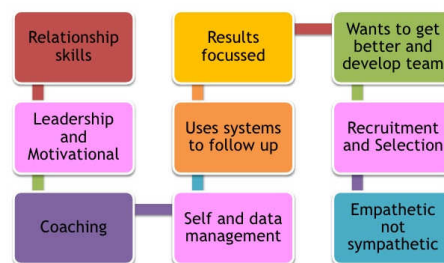
We need to look for employees who can guide workflow, train team members, clearly communicate goals and keep everyone on track. They have to be organized and ready to negotiate problems.

## 3. THE GREATER THEIR TENURE, THE MORE LIKELY THEY KNOW HOW TO BE A GOOD SALES MANAGER

Wherever possible, seek someone who’s had at least several years the company. That way, chances are greater that they’ll understand how to be a good sales manager. Tenured employees are intimate with “the organization strategy, its customers and its mission. Making a quick transition will create obstacles with peer envy, customer dysfunction and an inability to lead correctly.”

We have to look for someone who’s done a great job performing his or her role, but more importantly, someone we felt was ready for the next step in his or her career.

### What traits would you see in a great sales manager?



## 4. THEY CAN BRIDGE THE DEPARTMENTAL DIVIDE



The chosen one should be one who can lead by example - who “walk the walk” and relate easily not just with colleagues, but also those in adjacent departments. Tap those who show assertiveness on two fronts, he adds: “You need someone willing to push the envelope and not just maintain the status-quo, someone with a backbone who won’t let people run over them.”

In the end, a sales rep's peers might be the best source to predict whether they know how to be a good sales manager.

While taking care to tune out the backbiting or jealousy that may come when a peer rises up, don't turn a deaf ear to voices of reason, either. Listen to those you trust when it comes to gauging how your choice has worked out.

## WHAT'S HAPPENED TO COMMON COURTESY?

I may be old fashioned, but when I was little I was taught to always be polite, respect others, and to have good manners. I have tried to stick with those basic, common courtesies in everyday and professional life. Unfortunately, I often find myself in situations where people don't feel the same.

Common courtesy has all but died!

People scream into their cell phones while I'm trying to enjoy a meal at a nice restaurant. They cut me off in traffic without even a signal (okay, they signal with their middle finger). They run to get ahead of me in line at the grocery even though I only have one item. And, they are no better in a professional environment, either. That's going to cost them in repeat business.



Question.... "Has our technology-driven world caused us to forget being courteous and respectful?" I honestly believe that what we have gained in saving time and money has caused us to lose human connections.

## Please and Thank You

I just got off the phone with a sales person. I listened to his pitch. Asked questions. And basically gave him (what I consider) my valuable time. When the conversation ended, I asked him to send me more information. He said, "Yeah, sure." Then, dead silence and he hung up...never saying thank you. Huh?



I placed an online order from a smaller company that sent me a thank you email with a special appreciation offer, which was nice. Plus, they also mailed a personal, handwritten note which I got a few days later.

Which encounter will I remember? The one with the straightforward, person-to-person connections and the not-so-common courtesy will keep me loyal to their products.

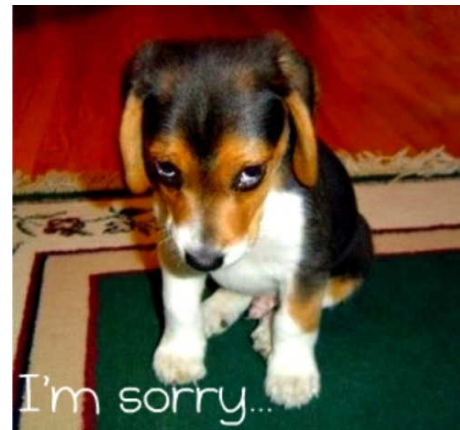


## **I Am Really Sorry**

I miss when someone apologizes for their company's error. All they have to do is to admit the mistake and say that they are sorry for the screw up. Saying that they sincerely care is easier said than done.

Instead of apologies, I constantly hear people make excuses, in an effort to cover their own butt. They're all spinning their mistakes and making non-apology apologies.

Just once, I would like to hear a heartfelt apology that's sincere, fast, clear, and unequivocal. We have to realize that apologizing is NOT a sign of weakness, but one of character strength.



## **Patience Is a Virtue**

So many companies rush you off the phone when you call for assistance. They do not try to help, let alone believe that "the customer is always right," like the scions of retailing did in the early twentieth century.



One of the people I work with told me the uncommon story of a company that went out of their way to help. Her husband bought a weather-proof case for his new iPhone and had trouble getting it on the phone. So, he called the company. The rep took him through the steps of getting the case to work...and would not hang up for nearly a half-hour, until she was sure that the case was on the phone correctly and that the customer was happy. Wow...impressive!

## **Just A Little RESPECT**

.....the Golden Rule.

Being respectful shouldn't be all that hard. All it involves is to:-

- Promptly respond (within 24 hours) to legitimate professional communication, including emails, voice messages, social messaging comments, and the like
- Be open and honest with customers
- Maintain solid, professional relationships
- Be on time for meetings, whether they are in person, on the phone, or on the computer
- Set up out-of-office for emails and voice messages
- Not use "I was busy" as an excuse (everyone is busy!)



## Being Polite Is a Serious Responsibility



I sure hope that people return to common courtesy. Surely, it will positively impact business...and that we will all be a whole lot better and more connected.

## HOW TO ACE A PERFORMANCE REVIEW

A performance review is designed to evaluate how you are performing in your role and to identify any areas where training may be required. Many employees feel nervous about their performance review and consider it as a negative meeting, designed for their manager to reprimand them.

This is not the case though and the performance review is a two-way street; an opportunity to discuss how you feel you are getting on in your job and for your manager to also articulate their own views. When it comes to undertaking a performance review, preparation is the key. You should be able to express your skills and achievements as part of the process. The performance review is a discussion and a chance to explore different opinions. If you want to ace your performance review, these are some of the steps you should take.



### *Understand the Process*



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In order to prepare for your performance review, it is important that you understand the process. There are various formats performance reviews can take, including; ratings based, objectives and 360-degree feedback. The more you understand the performance review process, the better prepared you will be.

### *Compare Previous Performance Review*

If you have undertaken a performance review in the past with your employer, it is a good idea to take a look at it before you start your preparations. In doing this, you can get a clear understanding of what your objectives were from the previous one and whether you have achieved these. If the performance review is only carried out on an annual basis, you will have no doubt forgotten what you discussed during the process.



## ***Evaluate Yourself and Achievements***

The performance review is the opportunity for you to express what you feel you have achieved and to identify any areas you wish to improve on. It may be that your manager has the same opinion on your performance or it may be necessary for further discussions to enable you to reach the same conclusion. In order to prepare properly for the performance review, you should evaluate yourself and your achievements. You should be prepared to back up your opinions with evidence. For example, your manager might feel that you are not a team player. However, you may have a completely different opinion and by having evidence to support it; for example, answering calls or asking if anyone needs support, you will be in a better position to ace the review. It is important to remember that your manager has their own job to deal with, so they might not have a clear understanding of what you do on a daily basis. You can turn a poor performance review around if you have evidence to support your opinions.



## ***Detail Your Goals***

The performance review is not only designed to gain an understanding of how you are currently performing, but also to talk about your future goals.

If you show that you are eager to develop and learn, you can ace your performance review and also give yourself some clear objectives for the future. It is important to take time to assess your future in the company and what you are hoping to achieve, so you can express this to your manager during the review.



## ***SDS topic for May 2017***

### **The Power of Strategic Selling**

Date : 3<sup>rd</sup> May 2017

Venue :Banker's Club Kuala Lumpur  
(Amoda Building)  
JalanImbi  
(Opposite Berjaya Times Square)

Time : 6pm - 8pm



## Timely Inspiration

Your personal efficiency and well being will depend on your ability to keep an overview while working with the details. You will be expected to do more at the same quality level in a shorter period of time. You will now have more responsibility than before and there will be an increase in the risk that you face. You'll have more important decisions to make.



Your personal objective will be to get “time for your essentials.” Companies and teams will be more dependent on the work of the individual more than ever. Your work will directly influence the overall business result. The challenge that you face is the need to be more productive at work and work

towards having a better quality of life at home. Once you realise that you are at this juncture, it'll become more important than ever to question if you are doing the right things (being efficient) or are we doing things right (being effective).

*(Extracts from “How long can you wait for results”)*



## **NEWS....AT ....VENTRAX.....**

The SDS April 2017 addressed the topic of “Managing Away Bad Habits”.....

Habits have to a large extent has been built over time ....over our behaviour patterns. Here are some of the key issues Dr Venga covered during the SDS.



The tasks that we deem routine has over the years diminished as they have been either atomized or computerised. Currently only the task which is deemed analytical is at a rise. He spoke about controlling the mind which actually has the discretion from the right from wrong. It has a tremendous ability which we actually take for granted.

He spoke about the habit of writing which is most encouraged as it bring into the usage of all our five senses. One is said to remember what one writes down as compared to typed on.



How could writing possibly be so important most people would ask. Their disbelief reflects a basic prejudice in our society today. As a nation, we prize oral communication. Many people minimize the importance of writing because they believe it goes unread. They observe the huge volume of material that crosses any decision-maker's desk and conclude that the written message has no impact.

One should be reminded that, a well written letter can avoid a lawsuit, secure a grant, or achieve a vote. A badly written one can lose each of these, including respect for the writer. For someone who is a president, a CEO, or high-ranking executive, the power of writing rests in its ability to achieve propels discussion to a deeper level and to a conclusion. For the person who is not in a position of authority, though, writing offers another kind of power, and that is the power of access.



**Dr Venga this year has endeavoured into a journey to meet his clients from time to time. These are mainly the users of the planners for more than 15 years.....**





## Five Concepts to Improve Your Salesmanship



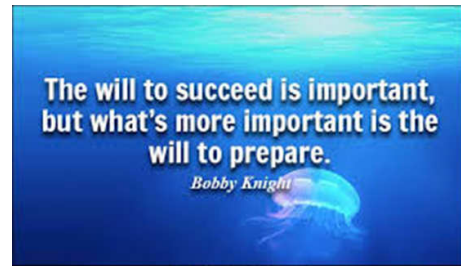
Among all your various responsibilities as a direct seller, don't forget that the life blood of your business comes down to sales. A product or service has to be sold in order for you to make money. Improving your salesmanship can take your business to the next level, whether you just signed on the dotted line yesterday, or have been doing this for years while creating a large downline. The list below will help strengthen your salesmanship.

**1. Imagine yourself as the customer.** By putting yourself in the customer's shoes, you can avoid doing anything that might cause a rejection. You'll also be able to tap into what a potential customer truly needs from you. If you were the customer, what would you need to know before making a purchase? What problem do you have that can be solved? How can you be sure the product is of high quality and value? Considering a different perspective of a sale will allow you to address concerns and emphasize relevant information.



**2. Don't shy away from talking about money.** Most people, understandably so, feel uncomfortable talking about money in any specific way. Avoid giving the impression that you are one of them. Discuss any financial talk in a straightforward, matter-of-fact way, and answer any questions honestly, thoroughly, and without hesitation. Potential customers are always wary of being taken advantage of, so demonstrate that you have nothing to hide and truly want to provide a valuable product or service to them. Talking about money is a necessary step toward closing a sale.

**3. Take your time and be overly prepared.** Do some research ahead of time to prepare for a sale. Who is the potential customer? Find out some background information to incorporate into your presentation. For example, your hostess has told you that most of her guests are her colleagues, mostly teachers and teachers' aides. Ask some questions about the school, what subjects/ grade levels the guests teach, and what they might be looking for at that night's party. Your customers will appreciate your attentiveness and interest in their lives and will be in tune to your desire to fulfil a need. Think of the time spent preparing as an investment in your business.



**4. Be truly curious about your customer.** If you aren't genuine about helping others, it won't take long for the customer to figure that out. Accept that truly caring about what a customer wants or needs is the key to earning trust and respect. Ask questions, listen carefully, and respond appropriately to the individual. No one is interested in a generic pitch, so adopt a curiosity that will benefit both you and the customer.

**5. Always follow up promptly and thoroughly.** Whether the sale is made or not, follow up with the customer in a timely manner. If the sale was made, find out if the person is satisfied with the purchase and what you can do if there is a complaint. If the sale wasn't made, contact the person anyway to thank him or her for taking the time to speak with you. Following up consistently is a skill that will serve you well both personally and professionally.





It's okay if you don't feel comfortable playing the "salesperson" role, but adopting the concepts mentioned above will greatly improve your selling ability.

## 10 commandments of dressing for work

Universal dress rules can't be set in stone, because what is considered appropriate varies by workplace, field and what is happening on a given day. But if such a tablet were to be created, there's a good chance it would include the following:



### 1. Modesty is a virtue.

Get noticed for your great work, not your tight pants, overdone makeup, short skirt or cleavage-revealing shirt.

"Nothing undermines how you are perceived in business as leaving nothing to the imagination," says Chris Hauri, founder of Mirror Image, a Chicago-based image and identity consultancy.

### 2. Keep holy the casual Friday.

Yes, the workweek is almost done -- the key word being almost. "Casual Fridays are a recipe for fashion disasters," says Lizandra Vega, author of *The Image of Success: Make a Great Impression and Land the Job You Want*.

Don't jump the gun by wearing your weekend plans, whether that be catching some rays in a halter top and short shorts or cleaning out the garage in your college sweatshirt and cut-offs.



### 3. Thou shalt wear the right shoes.

Your feet should look prepared for work. Skipping flip-flops and other open-toe shoes is not feasible. "High high heels may be fashionable, but not for actually working. Image conveyed: I can't pitch in and do any work because I really can't walk in these things. Want to be a team player? Wear flats."

### 4. Honor thy leaders.

Not sure what is appropriate for casual Friday or a client meeting? Look around. "The wisest employees often observe and take cues from the most respected individuals within their organization on what is appropriate workplace attire.



### 5. Thou shalt not steal thy boss's tie.

Keep in mind that taking cues from those above does not mean replicating their wardrobe piece for piece. Instead of coming off as a lemming, find comparable styles, colours and accessories that work for you.



### 6. Control thy festiveness.

Wearing seasonal colours is one thing, looking like Santa's elf is another. Your workplace wardrobe should enhance your professional skills and qualities, not detract from them."



### 7. Remember the good book.

Whether you are questioning what constitutes an acceptable variation of a uniform or wondering about the company's stance on jeans, chances are the employee handbook has the answer. Still trying to decide if you should cover up a tattoo? Seek the advice of a trusted mentor, human resources representative or immediate supervisor.

### 8. Thou shalt notice what year it is.

Congratulations on taking such good care of your clothing that items from 1983 are still "fine" today. Now put these relics in the Goodwill box where they should have landed years ago. While one need not be a fashionista, looking outdated can give the impression that you lack fresh ideas.



### 9. Err on the side of caution.

Worried that your casual Friday outfit might be too relaxed or that a bright orange shirt might not be received well by a new client? Avoid the guesswork -- and the corresponding nervousness -- by making safer choices when in doubt.

### 10. Dress for the job thou want.

A final titbit: No matter what age or gender, is to dress for the job you want, not the one you're in," "Unless you're happy with where you are, which is just fine."



# Reflections

