

Memo

To: ACT CPR & First Aide Training
Subject: Ideas we've found for furthering your business
From: Michael and Sharon
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We're into the holiday season and for many of you it's the biggest season of them all. Which is why we've got something for you on launching new products.

Elon Musk and CEOs Striving for Performance

You've read about all the travails of Elon Musk this month. His over-stated promises have revealed a phenomenon we have witnessed: that CEOs are so driven by stakeholders to succeed, that they often resort to questionable means. What's surprising is that *most business heads began their careers and rose to where they are because of their outstanding ethics, legality, and fairness*. If you find yourself rising in your career, be ready for this.



What if There Isn't Much to Celebrate This Year?

We've had strong growth in GDP, full unemployment, and a strong stock market boosted by higher corporate profits. Yet not every business has reason to celebrate. In difficult times, rumors, low morale, finger-pointing and back-stabbing abound. Here is advice on how pull your team together in a flagging business.

1. Rally together. Empower everyone and share all information
2. Launch a new product to get everyone excited and re-united
3. Remember your mission, pull together past success stories, then re-ignite good times
4. Investigate the problem(s) and invite everyone into the solution. Schedule a social event at the end of planning. Give Performance Business Design a call when you do. Our structured, approach to planning shines here, and our experience across a wide variety of problems should steer you through nicely.

Introducing New Products This Season? Advice on How

Most companies sell new products the same way they sell old products, according to Harvard Business Review in recent research. They found that many sales training managers give the sales team demos, get them excited, tell them about the features, and send them off to sell the new products. Selling new products requires a different approach, however. It takes 30% more time to sell a new product than an existing one. This despite the startling fact that buyers schedule more meetings because they want to hear about the new products!

Why? Because despite their initial enthusiasm, customers are hesitant to change. If the new product is different but the old product is vetted, they tend to stay with the old. Also, better products usually mean change in the customer's organization, often fewer employees. And employees don't like that, and purchasing managers know that. And this hesitancy surfaces late in the selling cycle. This is frustrating for sales professionals, who find themselves scheduling more presentations yet making fewer sales. So, in your training:

1. Prepare them for this phenomenon and educate them on it
2. Have your people form a deep understanding of their customers needs and challenges rather than simply touting the product's new features
3. Train them to help their customer assess the risk of change and how to best manage the organization once they make the change to your new product.



In closing

Launching new products and managing strategic change in a flagging business are areas for which we have developed specific planning products. They are affordable to you and we will be glad to send you information in the mail if any of this applies to your organization.

Have a Great Holiday Season,

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