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# NEWS VIEWS & UPDATES

Presented to you by **SPECTRUM SOLUTIONZ INC.**<sup>TM</sup>  
for YOUR BUSINESS SUCCESS

## Wendy's Words of Welcome . . .

**W**e all start our businesses in many different ways and for many different reasons. I don't think many people start a business to RUN a business. They embark upon their career in commerce because they want to produce a product or a service. The business is a means to an end. Most entrepreneurs are self-employed but don't actually own a business. In fact, the business they have often owns them.

EVERY business owner, in fact every adult needs a complete and well-equipped "toolbox" to build the life they truly want. Frequently, I am challenged by someone who has "tried" a classic tool for creating the business they say that they want. Maybe they went to a motivational seminar (which is good), but they complain that it didn't "last" after they got home. Or they read a book on setting goals, but complain that it didn't help sales skills. The problem is they have only one tool in their toolbox! Imagine you wanted to remodel your kitchen and hired a carpenter to do the job, but when he arrived he had only ONE TOOL to work with ! It wouldn't matter if that one tool was a hammer, a saw or a wrench, you'd fire him on the spot. A one-tool carpenter is simply not equipped to do

'NEWS VIEWS & UPDATES' is designed for the Business Owner who is interested in increased productivity and efficiency.

Compiled, designed and distributed by Spectrum SolutionZ exclusively for their clients, friends and supporters, existing and future business owners.

Any comments and suggestions or if you would like to contribute . . .

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## Business Analysis and Solutions specifically tailored for the Success of Your Company



the job. And yet that's exactly what many of us do when it comes to creating the business and the life we truly want. We set goals (which is GREAT!) but we neglect to learn time management skills. Or, we work on our communication skills or our parenting skills, but fail to provide adequate financial resources for the family.

ANY time we lack the appropriate tool, our chances for success are reduced. You might be able to "cut" a board with a hammer, but it will take an awful lot of work and the results won't be pretty. Creating the life and the business we want requires that we master a wide variety of tools and use them appropriately.

If a business owner does not have the tools in his own toolbox, and lacks the foresight to bring in the experts to build a solid foundation for their company, as soon as a crisis happens the business will falter.

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## What is your Differentiation Advantage ?

How many times have you been in a selling situation where the customer's sole focus was on price ?

Anytime your customers can't tell the difference between your product or service and your competitor's product or service, the customer will buy based on price.

You must be able to differentiate your company, your product, your quality, your service, and yourself if you want the customer to stop focusing on price and start seeing you as a partner, and not just as a supplier. You've got to show him how you are different.

How can you expect your prospects and customers to give you their time and attention when you cannot tell them in a concise way what you can do for them that no one else can do ?

Companies or sales reps who don't understand their competitive advantage say things like, "Our product is better quality" or "Our service is better."

Even if a company is has better quality or better service, it won't convince its customers just by saying so because many of it's competitors will be saying the exact same thing ! You have to define quality. You have to show what outstanding service looks like and how your service differs from the competition.

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*If A is success in life,  
Then A equals x plus y plus z.  
Work is x; y is play;  
and z is keeping your mouth shut.*

*Albert Einstein (1879 - 1955)*

We all, as business owners and adults, have different motivations for doing things. Sometimes we're motivated by something we're moving toward and other times by something we're moving away from. One person might start a business because they hate their job and don't want the restrictions imposed upon them by a boss. Another starts a business because they're driven to produce something.

What ever the reason you have become a business owner, take an honest look at your 'toolbox' if you are missing any of the necessary tools, or, if some of them are rusty from lack of use, decide how you are going to fill your 'toolbox'. Will you get the needed education? Will you bring in someone with the skills that are missing?

Look at what you are trying to accomplish, decide what you will need in your 'toolbox' to get the job done the way you would like - and GO FOR IT !

To Your Success -  
Wendy MacDonald

## Add Value

A prospective customer will, on average drive by a new shop, or see an advertisement 16 times before they stop in for the first time, and even then they may only "window shop" and not buy. That is incredibly inefficient.

Don't plan to build your business by just buying advertising !

Successful businesses have always known and used this much cheaper and ongoing strategy to attract and keep customers: It is always more efficient to amaze and keep a customer, than to merely satisfy them. To do that . . .

*Add value,*  
Provide more service  
Add an incentive  
Throw in an unexpected "extra".

A satisfied customer may (or may not) come back. An amazed and excited customer will always return and they will send their friends.

*"Success is neither magical or mysterious. Success is the natural consequence of consistently applying the basic fundamentals."  
Jim Rohn*

## Why will your prospect purchase from you ?

Does your selling style address the most fundamental needs of your prospects ? What are the most important factors to someone making an important buying decision?

Regardless of whether you sell to consumers or B-2-B, all sales are made to people

Many universities and market research firms have conducted numerous studies to determine the most important buying decision factors for people who make significant purchases. Here are the compiled results, in order of importance.

### Weighted Values\* of Buying Decision Factors(c)

- |  |    |
|--|----|
| 1. Level of Trust in the Salesperson:    | 87 |
| 2. Level of Respect for the Salesperson: | 82 |
| 3. Reputation of the Company or Product: | 76 |
| 4. Features of the Product or Service:   | 71 |
| 5. Quality and Service:                  | 58 |
| 6. Price (non-commodity):                | 16 |
| 7. Like the Salesperson (rapport):       | 3  |

\*(Weight = percentage of people listing each factor in their top 5)

The average salesperson knows how to effectively present 4 of the 7 factors cited above: Reputation (#3), Features (#4), Quality and Service (#5), and Rapport (#7). They try to handle the two most important buying decision factors, Trust (#1) and Respect (#2), by establishing Rapport (#7).

Building "Rapport" is an inherently manipulative tactic. Ironically, typical salespeople attempt to establish Trust and Respect, non-manipulative factors, by manipulating people. Building rapport doesn't establish trust and respect, it diminishes trust and respect. That's why only 3% of all buyers surveyed rate 'Like the Salesperson' as an important buying decision factor.

## Positive Daily Action

“Positive Daily Action” may be the true meaning of PDA, even though some people (mistakenly) believe it refers to the little Palm Pilots<sup>(R)</sup> they carry around all the time. PDA, and it’s opposite, Negative Daily Actions, ultimately control every aspect of our lives.

Everything we do either takes us forward and makes us happy, or in some small, seemingly unimportant way, it tears us down. There is no escaping the power of small daily actions, and yet most of us try to ignore their impact, pretending that small daily decisions aren’t “really” the source and substance of our lives. The fact is that “we are what we repeatedly do”, and there is no escape.

Today, we all know that smoking kills, it just doesn’t kill quickly. It’s action is so subtle and takes so long that for many years people argued about whether cigarettes were harmful, and on a daily basis, it was easy to deny the statistical link. Today, almost no one questions it, but thousands of people died before the impact of cigarette smoking became clear. It’s the little daily actions that count !

Most highly successful people are NOT smarter or stronger, or taller, thinner or sexier, than the rest of us. They have no special knowledge and, embarrassingly often, they don’t even have any special talent! What they DO have is the discipline to take action EVERY DAY. Call it self-discipline if you like, but it is definitely NOT a special gift. They do small, simple things, but they do the RIGHT things.

Here is a short list of some of the things successful people do LESS of than the rest of us:

- They watch less TV.
- They eat fewer deserts.
- They spend slightly less than they earn.
- They run fewer errands.
- They gossip less and spend less time in pointless, fruitless relationships.
- They worry less, and feel less guilt, anger and resentment.
- They waste less time.

And, here are a few of the things highly successful people do MORE of:

- They work more hours, and they are more productive.
- They save a small percentage of their income, every single month.
- They read more books. They get more sleep, and they get up slightly earlier.
- They have a wider circle of friends and associates, and they stay in touch.
- They take more time off, and are more likely to attend seminars or educational conferences.

**SPECTRUM SOLUTIONZ INC.**  
FOR YOUR BUSINESS SUCCESS

### *Workshops to Help You Achieve Your Success*

Designed for the business owner, these 2 - 3 hour workshops are conducted in small groups (never more than 8 people) with an informal atmosphere conducive to absorbing the information presented.

Our first series of Success Workshops have been a huge SUCCESS ! We’ve had to add more dates to keep the classes small.

Because of the demand we will be holding another series of workshops, starting in June.

If there is a Workshop Topic that you would like us to include in this Summer Success Workshop Series please let us know and we will do our best to add it into the schedule.

Tell us what topic and what time/day of the week works best for you, please e-mail at: [wendy@spectrumsolutionz.com](mailto:wendy@spectrumsolutionz.com) or call: 801-944-4231.



**Positive Daily Actions** makes all the difference!

This week, do a few things differently. Do not try to change your whole life! That’s not realistic and most of us are way beyond that. Instead, make the phone calls you’ve been putting off. Commit to some daily exercise, Read to the kids or go for a walk with your spouse.

Do a few Positive Daily Actions every day this week. Then, if you like the results, do them again next week.

The power of PDA makes all the difference.

## Quick Comebacks

1. A lady was picking through the frozen turkeys at the grocery store, but couldn't find one big enough for her family. She asked a stock boy, "Do these turkeys get any bigger?" The stock boy replied, "No ma'am, they're dead."
2. The cop got out of his car and the kid who was stopped for speeding pulled down his window. "I've been waiting for you all day," the cop said. The kid replied, "Yeah, well I got here as fast as I could." When the cop finally stopped laughing, he sent the kid on his way without a ticket.
3. A truck driver was driving on the freeway with an over-size load. Suddenly a lower than usual bridge was right ahead of him and he got stuck underneath. Cars were backed up for miles. Finally, a police car came up. The cop got out of his car and walked around to the truck driver, he put his hands on his hips and said, "Got stuck, heh?" The truck driver replied, "No, I was delivering this bridge and ran out of gas."

*Opportunity is missed by most people because it is dressed in overalls and looks like work.*

*Thomas A. Edison (1847 - 1931)*

## You Can Do It

Achieving your dreams and creating the life you want does not have to be difficult or mysterious.

It does take clarity about where you're going, a certain "fire in the belly" to drive you forward, and the discipline to do the things that are necessary.

Never be afraid or too proud to ask for help. Find someone to teach you, find someone to show you the way, and then never, never, never give up !

*Your Differentiation Advantage. Continued from page 1*

Suppose someone walks up to you at a business conference or social gathering, introduces themselves, then asks you what you do for a living.

What would you say ? Would you have any trouble ? Would you stumble ? Do you know what sets you apart from your competitors ? If this was hard for you, you're not alone. If you were to ask the average car dealer, computer store or furniture manufacturer what they do for a living they'll probably say, "I sell cars, computers or furniture." But what does every other car, computer or furniture company say ? Exactly the same thing !

So what should the businessperson who understands his differentiation advantage say ? How about this for the car dealer:

"My name is Mike from Competitive Motors. We've found that there is a lot of confusion in the automotive market today because there have been over 150 new models introduced in just the past three years. We've developed a computer book that profiles everything the buyer wants in a car and in less than five minutes, identifies the models most likely to fit their needs."

Your 'Statement of Differentiation Advantage' always has four components:

1. Your name
2. Your company
3. A statement about a typical problem experienced in your target market
4. An intriguing statement about how you can help solve that problem

The 'Statement of Differentiation Advantage' is a 30-second statement of what differentiates your company in your marketplace.

Here's another example:

"My name is Marlene, and I'm owner of the company 'The Prescription for Doctors.' Physicians today are being pressured by insurers, employers, and patients to cut health care costs. Yet overhead costs for physicians are constantly rising. We provide a service that allows the physician to spend more time with patients and cut overhead costs at the same time resulting in better quality care

at a lower cost. It's just what the doctor ordered !"

When you have analyzed what **your** differentiation advantage is, you will use this information in every step of the sale. When you are targeting your market, you'll be looking for those clients whose needs are most likely to match your uniquenesses and advantages.

When you contact clients you'll open the conversation by letting your clients know what you can do for them that no one else can do. During the exploring phase, you'll be asking questions that will uncover client needs in the areas where you have uniquenesses and advantages.

If you clearly know your differentiation advantage and your uniquenesses, and are able to articulate them clearly to prospective customers, you will rise above your competition to make more sales, more profits and more long-term satisfied customers.