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## La Dolce Vita Enterprises

Lessons in Business Creativity, Innovation, Sales, & Life

October 2006

### Greetings!

Welcome to the monthly newsletter of La Dolce Vita Enterprises - lessons in business creativity, innovation, sales, & life. For previous issues of this monthly newsletter, [click here](#)

Feel free to provide feedback or to share your stories on these topics of interest with us.

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### LA DOLCE VITA - Business Creativity Tip of the Month



#### **CREATIVITY - SEPARATING THE BEST FROM THE REST**

Many years ago, I viewed an episode of the TV show *60 Minutes* that chronicled the fact the kids in Japanese schools were outperforming Americans by a wide margin. They went on to note that surprisingly, however, only one out of the previous 65 Nobel Prize winners were from Japan. The conclusion reached by the reporter, as I recall, was that Japanese schools had become efficient information pumping stations. They filled the students' heads with facts and figures that they could recall for testing purposes in robotic fashion. Too much memorization, not enough creative thought.

I would contend that American students, although their test scores might not fare well against some foreign schools, have the advantage of being exposed to such a diverse gamut of ideas, opinions, innovations, cultural phenomenon, artistic works, and people. This exposure leads to a greater pool of ideas to draw from in all fields of study and endeavor.

Do you think that the requirement of engineers and accountants to take elective courses in philosophy, music, or psychology in college is a waste of time - I don't. Do you consider a college graduate taking 6 months off before entering the business world to go

### Craig Cortello, The "Business Musician" at the Jefferson Parish Library



Two former television show hosts and legends of New Orleans TV - Terry Flettrich, the first lady of New Orleans TV and host of the children's TV show "Mrs. Muffin," and Linda Mintz, Miss Linda of TV's "Romper Room" will be presenting a special storytime at the Jefferson Parish Public Library.

Charlie Bosworth, former WDSU television reporter, local performer, and all-around talented guy, has co-written an original children's song for this event. I am pleased that Charlie has asked me to provide the musical accompaniment when he debuts the song for the kids at this function.

Renowned chef Paul Prudhomme will be making cookies for the kids. The show will include stories, games, and other

backpacking across Europe to be a foolish idea - not me. Is your 3 year old too young to get anything out of a trip to Disneyworld - I doubt it. To quote Oliver Wendell Holmes, "Man's mind, once stretched by a new idea, never regains its original dimensions."

How does this affect you in the business world? Take time to discuss with your staff not just developments in your industry - discuss changes in the world in general. Talk about trends in consumer behavior, world news, lifestyle, leisure, pop culture, family structure, values, and social behavior. Any of these can affect your business as it is today or perhaps the business that it should become in the future. Don't limit these discussions to your sales or market research staff. The perspective of all employees should be valued. Nothing energizes a work force more than the feeling that their input is valued by managers of the firm.

As I write this newsletter, 4 of this year's Nobel Prize winners are from America - the melting pot of great ideas!

[Go to the La Dolce Vita Website...](#)

## **FUZZY WIDGET SALES SOLUTIONS - Sales Tip of the Month**

### ***TAKING IT IN STRIDE***

Think about the worst sales appointment you've ever had. Try to remember the rudest potential customer you've ever spoken to on a cold call. Maybe you've had the experience of giving a presentation where everything went wrong.

The world didn't come to an end, did it. You didn't starve. Odds are that you rebounded and went on to the next prospect or client and fared much better. Look back on that experience and have a laugh.



Why am I asking you to reflect on your failures, when positive thinking is the key to gaining confidence? The reason is simple. Understanding that no single failure or even disaster is fatal to your sales career is the key to handling rejection. When a prospective customer is rude on the phone, I typically think to myself - "No big deal, there are several thousand contacts in my database waiting to do business with me." Move on with a smile.

In truth, every once in a while you encounter prospects who are miserable with their lives, either professionally or personally. Don't be angry with them or personally insulted, just feel empathy for their circumstance. Other times, they're just having a bad day. Often I sense from a brief phone conversation that someone is not very friendly or receptive, only to find a very different person when I have time to sit down with them one on one away from the distractions, pressures, and challenges of the day to day work atmosphere.

Don't pre-judge your customers based on brief interactions, and don't let a bad encounter get you down. Take it in stride!

[Go to Craig's Fuzzy Widget Website...](#)

activities for children ages 3-7. Children must be accompanied by an adult, and advance registration is required.

We welcome you to bring your children or grandchildren and join us on Sunday afternoon, October 22nd at 2:00 p.m. for the festivities.

[Click this link for more info.](#)

## **Quick Links...**

[Innovation & Creativity \(La Dolce Vita Website\)](#)

[Selling Professional Services \(Fuzzy Widget Sales Solutions\)](#)

**Join our mailing list!**

## Thought of the month

### **THE WORLD OF THE LIVING**

"Rejection is the price of entry into the world of the living."

Ever have a desire or thought that you'd like to learn to paint, write a book, play a musical instrument, do mission work in a foreign country, quit a higher paying job for a lower paying one with a non-profit group, start a new business, or go back to school to study and prepare for a completely different career that you love? Does the thought, "What will people think?" ever cross your mind. We think about it more often than we're willing to admit.

Think of it this way - There's one type of individual who rarely has to deal with rejection - the person who does nothing. The person who doesn't have the guts to try a new endeavor never has that worry about experiencing criticism or rejection. So consider rejection a reality of those who have the courage to enjoy and embrace life. It distinguishes you as a member of the "Joy de Vive" crowd.

I applaud anyone who paints a picture or completes a literary work even if I don't care for it personally. Why? Because for every person who completes such an endeavor, there are hundreds or thousands of people who had the desire to do so and took their ideas and dreams to their graves.

Embrace rejection and get started - today.

Craig

[More Reading...](#)

### **Additional Resources**

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