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La Dolce Vita Enterprises

Lessons in Business Creativity, Innovation, Sales, & Life

November 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 - THE FREEDOM OF FAILURE

I recently read a BusinessWeek article regarding James Dyson, the inventor of the bagless vacuum cleaner. Dyson estimated that he tried 5,126 iterations of the invention before he finally succeeded. Dyson believes that the freedom to fail is missing from public education, and he is partnering with the British government to build a school where teens can explore design and engineering by conducting hands-on workshops mentored by experts in the field.

Thomas Edison and Edwin Land (Polaroid Camera inventor) expressed similar sentiments regarding the nature of creative breakthroughs - failure is the toll you pay to enter the highway to success, and the fear of failure is the greatest inhibitor of breakthrough ideas.

You pat yourself on the back for rewarding success in your organization. That's the easy part. Do you reward failure? In other words, do you champion the mere generation of ideas and the entrepreneurial spirit, regardless of outcome? If your employees had a breakthrough idea, would they be more likely to bring it to your attention and make it your firm's success or venture out on their own?

Your job as a manager is to create an environment that allows

Craig Cortello, The "Business Musician" on the *Dig In* Show.



I would like to thank a great friend and local radio host Rocky Locicero for inviting me to fill in for his brother "Chef Duke" Locicero ([Cafe Giovanni](#)) and co-host the *Dig In* show on WSMB radio earlier this month. Like me, Rocky is a great advocate of creative ventures, and has a passion for promoting local talent.

Also, the Chef Duke Foundation for Kids annual fund raiser will be held Saturday December 2nd at 7:30 pm at Cafe Giovanni to benefit Children's Hospital. For more information, [click here](#).

The [Dig In](#) show can be heard on WSMB radio 1350 AM in New Orleans 1:00 - 2:00 pm each Saturday.

Quick Links...

great ideas to come forward - then to get out of the way!

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

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

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

FUZZY WIDGET SALES SOLUTIONS - Sales Tip of the Month

FACE TO FACE WITH THE PROSPECT

There are more books and training materials written on the "sales process" and tactical guidance on face- to-face selling than there are cookbooks. The result is that selling takes on a mystical quality that further intimidates those that the books seek to encourage.



We complicate the whole process. Let me put face- to-face selling in a nutshell and in a manner that will simplify things and make you more comfortable. "Ask questions that allow you to better understand the prospect's buying decision, builds trust and rapport, and demonstrates your knowledge of the market, your product, and the issues at hand. Be Yourself. Do so in a conversational, relaxed manner rather than in an interrogational one."

In my career, I've conducted sales calls with Vice- Presidents of major oil companies in fancy offices in Manhattan, and I've called on maintenance mechanics at small scrap yards in remote neighborhoods of metropolitan Philadelphia. I can tell you that this is the essence of what I've learned and what is applicable in any sales environment.

If your feeling overwhelmed, intimidated, or discouraged by face-to-face selling, remember your ABC's:

Ask revealing questions
Be yourself
Conversational, relaxed tone

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

Thought of the month - GIVING THANKS

HAPPY THANKSGIVING!

This has been a wonderful year for me personally and professionally, and I would like to thank all who have been a part of that success on both fronts. I hope that you all have been as blessed as I have been, and that this holiday season brings you peace and joy.

I've met so many great people through my friendships with the members of the Metairie Sunrise Rotary Club, National Speakers Association New Orleans Chapter, Jefferson Toastmasters, and the St. Benilde School Men's Club. I'd be happy to discuss the nature of each organization with anyone who is interested in the great work that they do.

My book "Selling the Fuzzy Widget: Secrets of Selling Professional Services" is in production and scheduled for publication in 2007. Also look for the first promotional music CD from La Dolce Vita Publishing Co. (ASCAP) which we'll be finishing up in the studio

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next month.

I hope that you are fortunate enough in your endeavors to have as much wonderful guidance, mentoring, good fortune, and friendship as I have had along the way.

Craig Cortello

Additional Resources

Listen to audio versions of Craig's lessons in business creativity, innovation, sales, and life online or download to your i-pod or PC in .mp3 format.

Craig's Podcasts are available at:

Odeo.com

Podzinger.com

Craig's Blog/Podcast site

Also, Apple iTunes subscribers can find Craig's Podcasts there. Search Podcasts for Craig Cortello or The Business Musician. See the [iTunes website](#) for subscription info.

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