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## La Dolce Vita Enterprises

Lessons in Business Creativity, Innovation, Sales, & Life

March 2007

### 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



#### **SNOOPY TIES ARE A CHOICE**

I've always been a fan of Snoopy. Something about his sense of humor, his passion for living, his range of emotions, his loyalty, and his imagination. Not liking Snoopy is almost un-American.

I have about a half-dozen Snoopy neckties. Once upon a time I used to look into my closet when dressing for a business function and I'd always pass them over for a more conservative choice, fearing that potential clients might consider it unprofessional.

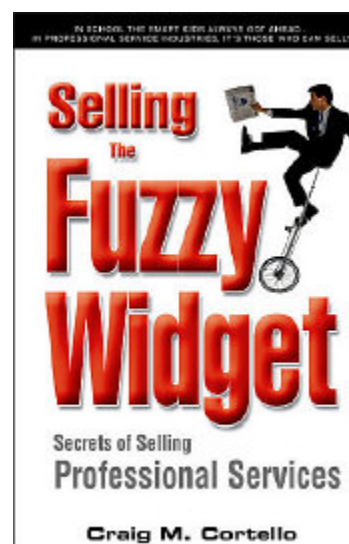
Not anymore.

Somewhere along the way I decided that if someone didn't want to work with me because I wore Snoopy ties, then they probably weren't the type of client I'd want anyway. Besides, I started to get more compliments on the ties at business meetings than I did at parties. It seems I wasn't the only one in the crowd who thought things were getting a little stuffy.

It's so easy to fall into the trap of living life for the expectations of others that we unwittingly lose our sense of self.

Letting your individuality shine through is perhaps the most important thing that you can do in life - and what's more, it's smart business. Standing out from the crowd - if it's a sincere reflection of

**Now Available!**  
***Selling the Fuzzy Widget: Secrets of Selling Professional Services***  
**by Craig Cortello**



**IN SCHOOL THE SMART KIDS ALWAYS GOT AHEAD. IN PROFESSIONAL SERVICE INDUSTRIES, IT'S THOSE WHO CAN SELL!**

Craig's new book, [Selling the Fuzzy Widget: Secrets of Selling Professional Services](#) is now available ([click here](#)). The book condenses Craig's ascent from entry level computer-drafting to the National Sales Manager of a nationwide environmental consulting firm into 50 key concepts of selling non-tangible services, or "fuzzy widgets."

A great resource for consultants, engineers, lawyers, accountants, or any other service firm employees looking for revenue growth.

It's also the most valuable gift

who you are and not simply a cry for attention - will make you more memorable to new friends, colleagues, acquaintances, and potential customers.

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

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

### GO OR NO GO

If you're in sales, you are innately reluctant to pass up any opportunity to make a sale. At times, however, you must fight that temptation. You see we all know that there's bad business out there - customers who always complain about price and bring down the morale of you and your staff.

Perhaps it's the pursuit of new work. You get a request for proposal from a potential customer with whom you have no prior business relationship, and it appears to be a standard form letter mailed to the masses. You sense that the time consuming proposal development effort is futile, but the total award amount of the project makes it so enticing.

Especially in professional service industries, you must be aware that no matter how many hours you and your staff are willing to spend chasing down potential business opportunities, at the end of the day it's still a finite number. And any time that can be spent on more fruitful business development activities, should be spent that way.

The next time you get a request an opportunity to pursue work and your gut instinct tells you that it's not right, try this. Estimate how many hours you would have spent in the proposal development and follow-up process. Now write out a carefully thought-out plan to spend those hours instead on specific activities such as networking, professional development, and targeted sales activities in the business areas and with potential customers ideally suited to your firm's expertise.

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

## Thought of the month



### ACTIONS MORE THAN WORDS

"Nothing has a stronger influence psychologically on their environment and especially on their children than the un-lived life of the parent."

- Carl Jung, Swiss Psychologist

If there's one word of advice that I can offer as a parent, it's to give yourself a daily reminder that your children will be influenced to a far greater degree by your actions than by the lessons you preach to them.

I recently overheard my 9-year old son bragging to his friend that his dad had written a 160 page book,

that you can give to recent or soon-to-be college graduates aspiring to work in service professions to ensure that they understand the importance of business development in career growth.

### MORE NEWS...

Craig's article entitled, "10 Business Meeting Creativity Ideas" appears in *Convention Forum* magazine's January 2007 [Meeting Planner's Guide Issue](#).

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"Thanks to the the staff of [Where Y'at magazine](#), New Orleans' hippest monthly entertainment publication for adding me to their cast of contributing writers. The insights that I gain from interviewing musicians for the articles that I contribute provide invaluable insights that are transferable to all of my business endeavors. More to come in the months ahead."

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"I would also like to thank the [New Orleans chapter of the National Speakers Association](#) for inviting me to present *Imagination Makeover: An Exercise in Creativity and Innovation* at the March meeting, sharing the lessons I've learned and applied to business creativity and the creative process and having some fun with music. Special thanks to members Roy and Halaine (my honorary rhythm section) for their impromptu participation."

Craig

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The Rotary Club (Metairie Sunrise Group) presents, "[New Orleans is the One I Love](#)," a cabaret show featuring 2-time Big Easy award winner Amy Alvarez and theater veterans Jim Walpole (music director) and Patrick Mendelson (Production Coordinator).

The show will feature some

displaying a promotional copy of my book that had recently been delivered.

I always tell him to pursue his dreams, and that he can be anything in life that he desires, but for years I brushed aside my dream of writing a book - until now. The book just became available this month, but the greatest reward has already been realized.

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](http://Odeo.com)

[Podzinger.com](http://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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classic songs and some original compositions with New Orleans themes, and will run from Thursday April 12-15 (8:00 p.m. Th. Fri. Sat. and 3:00 p.m. Sun.) Tickets are \$25. [Click here](#) for more info.

### Quick Links...

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

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

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