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## La Dolce Vita Enterprises

Lessons in Business Creativity, Innovation, Sales, & Life

April 2006

### Greetings!

Welcome to the monthly newsletter of La Dolce Vita Enterprises - lessons in business creativity, innovation, sales, & life. Feel free to forward this e-mail to friends and colleagues who might benefit from this information.

### In this issue

- More Podcasts from Craig Cortello, The "Business Musician"
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### Fuzzy Widget Sales Solutions - Sales Tip of the Month



#### **SALES IS NOT A DEPARTMENT**

What is "sales" in your organization? The outgoing group at the end of the hallway? The folks that play golf and wine and dine clients? The people who get all of the credit when business is good? Think again.

In his book, *Swim With the Sharks Without Being Eaten Alive*, author Harvey Mackay states that people are surprised when he claims that he has 350 salespeople in his firm. When they follow by asking how many total employees he has, he again says 350.

He makes a valid point. Everyone in your firm is an ambassador for your business, and each employee can and will affect your ability to grow business. Are they prepared? Consider these suggestions.

First, be sure that your employees can articulate what your company does in 30 seconds or less. Every elevator ride is a selling opportunity. Second, make sure that each employee can think of 3 positive attributes of your firm about which they are passionate. Even policies such as flexible work schedules and tuition reimbursement plans, though they are not directly related to your product or service, will leave a positive impression on potential customers and solidify your position in the market, provided your employees can convey them with enthusiasm.

Finally, address this team selling concept in the hiring process and in new hire training programs. Let candidates know up front that

### More Podcasts from Craig Cortello, The "Business Musician"



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 mp.3 format.

Craig's Podcasts are available at multiple websites:

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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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you value their input and participation in shaping your firm's perception in the marketplace, and provide training to help employees sharpen their communication skills. And choose employees that will be an asset in your selling efforts!

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

### Business Creativity - The Genius and the Inventor

Leonardo da Vinci was a brilliant artist, a scientist, and one of history's recognized geniuses. He once formulated the plans for a "semi-submersible" vessel that could navigate underwater. Inventor Cornelius van Drebbel is credited with constructing the world's first submarine for the British Navy in 1620. Leonardo's design pre-dated the true submarine by more than 100 years but was never built.



Great ideas require thought, discovery, development, and follow-through. Often such innovations die in the minds of employees because managers have failed to implement a systematic approach to uncover great ideas and to convert them into business lines or products.

Ensure that you have evaluation teams in place so that any one manager who might be averse to change or who might have a personal bias against a subordinate doesn't bury a suggestion without at least a second opinion.

Visit our [website](#) and follow the "Creativity Resources" and "More Great Reading" links.

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

### Thought of the month

Often people find that a certain setting or location sparks their creative juices. Perhaps listening to certain music or simply creating an atmosphere of complete silence is the way to summon your muse. Maybe working with the right collaborator fires the flame, the way Jerry Seinfeld and Larry David turned their casual conversations about "nothing" into one of the most successful sitcoms of all time.

Find the conditions that awaken the creative genius in you and commit to spending time on a regular basis under those conditions.

Craig Cortello

[Read on...](#)

email: [ccortello@ldv-enterprises.com](mailto:ccortello@ldv-enterprises.com)

web: <http://www.ldv-enterprises.com>

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

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