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La Dolce Vita Enterprises

Lessons in Business Creativity, Innovation, Sales, & Life

June 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](#)

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LA DOLCE VITA - Business Creativity Tip of the Month



DREAM...THE IMPOSSIBLE DREAM

In his book *Jamming: The Art & Discipline of Business Creativity*, author John Kao tells the story of a SONY Corp. executive who gave his design team a small block of wood and directed them to develop a cassette player no larger than that block. The team considered the concept virtually impossible, primarily because they couldn't conceive of a speaker design small enough to fit within the tight design specifications.

Then the team came up with a brilliant idea. Why use a speaker at all. And that's how the SONY Walkman was born.

Often considering the "impossible" is the best way to generate new possibilities. At times we think something is out of the question only because we've set up imaginary walls in our train of thought. Instead of thinking that your product or service will never appeal to a certain market segment, hypothesize that your current market will dry up in the next two years and that you have no choice but to discover new customers.

Don't assume you can't increase productivity. Assume that you have no choice but to find 10 creative ways to improve efficiency by looking for bottlenecks in your business processes.

You may not be able to solve the problem at hand, as was the case with the SONY example, but throwing down a challenge will energize your team. They begin to think without barriers and generate new ideas. Employees begin to take ownership of the

Craig Cortello, The "Business Musician" at DeskDemon.com



Craig's article *Business Meeting Creativity Ideas* is being featured at DeskDemon.com, a website for office professionals and administrative staff.

Don't leave business creativity to chance!

[Go to the website now for 10 great ideas to liven up your next staff meeting](#)

Quick Links...

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

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

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work, and buy into the mission of the organization.

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For more creativity ideas, visit our [website](#) and follow the "Creativity Resources" and "More Great Reading" links.

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

FUZZY WIDGET SALES SOLUTIONS - Sales Tip of the Month

GETTING TO THE DECISION MAKER

Early in my sales career, I had what I thought was a good sales call, pitching my equipment to the manager of a facility in Connecticut that unloaded salt to cover the roads during snowstorms. He was pleasant, gave me all the time I needed, and listened to everything I had to say. Although he was in charge of that facility and said that he made the decisions, I didn't probe deep enough.



The next time I visited, he informed me that his boss at the corporate office had recently made a major purchase from a competitor.

You need to know all of the decision makers. Asking the question, "Who's really in charge here?" or "Can I speak to the person who makes the decisions?" will make your contact feel insignificant, and they may become a threat to your ability to win the customer.

Asking, "Who else is involved in the buying process?" or "Who are the other stakeholders in the purchase of this service?" is a non-threatening way to obtain the information you need to proceed.

In the current landscape of selling professional services, the decision is rarely made by one person. Get to know all of the players in the process.

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

Thought of the month

"Don't expect anything original from an echo."

It's a quote from an unknown source. In the business world, managers who train their people to blindly obey orders get a workforce of robots always seeking guidance from above.

Encourage passionate discussion of ideas in order to forge solutions that are built with as much input as possible. Your decisions will stand on firm ground after all of the possible variables are considered. Have enough humility to allow your subordinates to challenge your ideas without fear of retaliatory effects.

In the 21st century, a successful organization is an organization of ideas and free-flowing information not hindered by organizational structure. Make those concepts a reality in your firm.

[Read on...](#)

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.

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