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La Dolce Vita Enterprises

Lessons in Business Creativity, Innovation, Sales, & Life

June 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



ARE YOU AN INVENTOR - BY NATURE?

This month's creativity lesson comes with an assist from the Lemelson Center for the Study of Invention and Innovation. Observation of nature can be a great creativity tool. For example:

The observation of a burr clinging to someone's clothing led to the invention of Velcro.

The observation of the grooves at the bottom of a dog's paw led to the invention of deck shoes.

The observation of birds in flight led to the breakthrough of human-powered flight.

If you are looking for ways to continuously improve your product or service to ensure its long-term survival, it only makes sense to go outdoors for lessons. After all, nature is a process of adaptation in response to changing conditions played out over millions of years.

You can read more on the connection between nature and innovation by visiting the Inventionatplay.org website, [click here](#). To visit the home page, [click here](#).

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

Craig Cortello, *The "Business Musician"* on Creativity & the Hiring Process



CONSIDERING CREATIVITY IN THE HIRING PROCESS

For tips on assessing your workplace and your prospective new hires for creativity and a well balanced workplace, [click here](#).

JAZZ JOURNALISTS ASSOCIATION

I am pleased to announce that I've been accepted into the [Jazz Journalists Association](#). The JJA is a great organization dedicated to the appreciation, documentation, and promulgation of jazz.

RECOMMENDED LISTENING

Here are a few CD's I'm listening to that I would highly recommend:

Twangorama ([Twangorama](#))

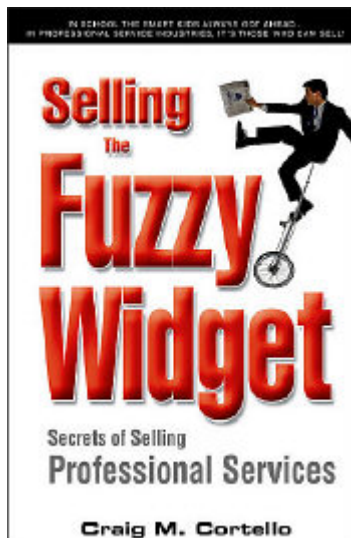
This combo includes three of the most enduring guitarists of the New Orleans music scene. An amazing performance and

FUZZY WIDGET SALES SOLUTIONS - Sales Tip of the Month

THE MATHEMATICS OF SALES: 2 + 2 = 5

Why do so many people leave the sales profession after a brief attempt? Often it's the uneasy feeling that things don't always add up.

You see, in accounting or engineering, certain principles of math and science always seem to hold true. In sales, that's not always the case. Sometimes you do all the right things in a selling situation, and the prospect buys elsewhere. In other words, 2 + 2 sometimes equals 5.



Don't let it get you down. Sometimes a prospect buys from a relative, doesn't like the name of your company, thinks you remind them of a former spouse, or makes a decision based on some other illogical criteria.

Think of sales more like the roll of a pair of dice. A poorly prepared salesperson that hasn't done their homework is trying to roll snake eyes or a total of 2, and the odds of that are slim. But a salesperson that knows their product and their prospect and truly makes an effort to understand the selling situation has a better chance - like trying to roll 7 or greater, and those odds are much more favorable. A salesperson that exhibits all of those attributes, is punctual, well-dressed, has great manners, is pleasant to and respectful of all people regardless of status or position, and becomes known as a great resource by everyone in their industry will rarely lose - like trying to roll a 4 or greater.

Sure, even if you do everything right, the roll of the dice will go against you every now and then, but you'll be successful often enough to make a great living and enjoy fulfilling relationships with your customers.

So don't get discouraged and don't worry about those occasional selling situations where the "numbers don't add up."

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

THOUGHT OF THE MONTH

A WORD FROM WINSTON CHURCHILL

"Success is the ability to go from one failure to another with no loss of enthusiasm."

- Sir Winston Churchill

This is a great lesson for sales professionals, but really there's a lesson here for everyone. Most of us lose our enthusiasm for new experiences, learning opportunities, and adventures as we grow older because we've been burned in the past. Don't let it happen.

There are only 2 segments of every living person's life - that portion which has passed and that portion which we still have left.

***Think you're too old for greatness? Consider this:**

- George Bernard Shaw won the Oscar for best screenplay for

a must for guitar aficionados.

Live at Vaughn's ([Kermit Ruffins](#))

An intimate recording that brings to life to the joyous experience of Ruffins' live performance, the close bond between audience and performer, and the "Armstrong-esque" enthusiasm this musician has for his craft.

Old Friends ([Joe Krown Trio](#))

A great R&B collection of New Orleans cover tunes and original compositions from the hardest working piano player in the Crescent City.

Round Trip ([Marilyn Harris](#))

This California pianist/vocalist is one of the truly unique and versatile songwriters of the jazz world.

Quick Links...

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

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

[Purchase Craig's book, *Selling the Fuzzy Widget: Secrets of Selling Professional Services*](#)

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Pygmalion at the age of 82.

- Jazz piano great Eubie Blake started his own publishing and recording company at the age of 89, and lived and performed beyond his 100th birthday.

- And Hulda Crooks climbed Mt. Whitney, the highest peak in the continental U.S., at the age of 91.

What are you going to do with the time you have left?

- Craig Cortello

*examples from *There's Always a Time for Greatness*, by Andrew Postman, William Morrow Publishing, 1999.

Additional Resources

For more articles on the topics of creativity, [see this page on Craig's website](#). For recommended books on the topic of creativity and business, [click here](#).

For previous versions of this newsletter, [click here](#).

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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