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La Dolce Vita Enterprises

Lessons in Business Creativity, Innovation, Sales, & Life

July 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 - IT'S A MATTER OF PERSPECTIVE

Sometimes the lack of creativity can be the result of seeing things only from one perspective. The next time you listen to a song on the radio, pick out one instrument and listen only for that sound, or listen only for the background vocals. If you go to baseball games often, try different seats on occasion to see a whole new ball game. If football's your game, next time key in on a player without the ball like a free safety or an offensive guard. When visiting an art museum, look at a painting close up, and then view the piece again from across the room.

How does this apply to business creativity, you might ask? We all know the platitude that it's important to see things from the customer's perspective, but we lose sight of that concept so easily day to day. There are countless examples of business blunders that could have been avoided, had companies really lived by that motto.

It's more than just the customer. How many people must a product designer, let's say of commercial lighting fixtures for example, consider? - factory workers, parts purchasing agents, electricians, installers, end-users, interior decorators, maintenance personnel, safety engineers, retailers, general contractors...

Opportunities for improvement can usually be found in identifying

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



Listen to Craig's podcast *Formal Education - Prepared for Success?* to find out how to get the necessary skills for success that you probably didn't get in your educational institutions.

[Just click this link and then click the play button:](#)

Quick Links...

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

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

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and addressing the problems of your customers - of all your customers - internal and external to your organization. Therefore communication is once again the key. When you feel stagnant in your work or in your organization, find ways to facilitate discussion among all stakeholders, which will allow them to see things from each other's perspective.

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

JUST ONE MORE THING...

When I first started in sales coming from a technical background, I knew I was at a disadvantage compared to my experienced colleagues. My method for compensating - just try to do one more thing. In other words, every day when it was getting close to quitting time, I tried to take one more shot - one more phone call, one last visit when I was on the road, or look up one more prospect to add to my database.



The theory is that maybe I could make a sale or get closer to a close while the competitors were already at the bar for happy hour. I once made a sale to a small scrap yard owner in a remote part of Baltimore late in the day. I almost called it quits out of frustration after getting twisted with my directions and entering through the back side of the yard, where flat tires are a near certainty.

Good thing I persevered.

Turns out the owner had 2 additional yards in Maryland and Pennsylvania and bought several pieces of equipment from us in the years ahead.

Think of one additional thing you can do just before quitting time each day to enhance sales and outpace the competition.

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

Thought of the month

THE NOVELIST AND THE TYPIST

A great jazz guitarist recently passed along a word of advice from one of his mentors, "In music there are typists and there are novelists. Be a novelist."

The musical "typist" is technically sound and can play musical scales with amazing speed, but has no sense of melody. The "novelist" puts together notes in such a manner that every song is a distinct melody and tells a unique story.

In whatever endeavor you take on in life, don't just go through the motions. The world has enough typists. Be a novelist.

[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.

Craig's Podcasts are available at multiple websites:

[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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