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La Dolce Vita Enterprises

Lessons in Business Creativity, Innovation, Sales, & Life

August 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



ANTICIPATION - THE KEY TO BUSINESS CREATIVITY

Jeff Bezos, founder and CEO of Amazon.com has built his company into an internet icon. Founded in 1995, Amazon has outlasted a cavalcade of "dot-com" disasters over the last decade, with more than \$10 billion in annual revenues and free cash flows topping \$500 million in 2005.

For Bezos, it all started in the Spring of 1994 with one statistic and one question:

STATISTIC: Web usage was growing at a rate of 2,300% annually.
QUESTION: What kind of business would make sense given that type of growth?

Similarly, as a student at Yale, FedEx CEO and founder Fred Smith wrote a paper on the emerging computerized society and the need to transport parts to support computer systems. On April 17, 1973, Smith started the journey to address the needs of a new economy. FedEx launched 14 small aircraft from Memphis International Airport, delivering 186 packages to 25 U.S. cities from Rochester, NY, to Miami, Fla, and the rest as they say is history.

We're so wrapped up in the "immediacy of life" - next week's conference, today's staff meeting, tonight's ball game - that we don't take time to look ahead.

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



Listen to Craig's podcast *Selling Professional Services - Overcoming Human Error* for a bonus monthly sales tip

[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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Take 5 minutes with each morning's coffee to relax and clear your mind before you tackle the day's work. Think about your business, your customers, your life, your family, and your personal development. Give some thought to the problems and the challenges that are coming in all of those facets of your life and formulate ideas to adapt to those changes.

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

SWING FOR THE FENCES

In 1985, Ozzie Smith of the St. Louis Cardinals stepped up to the plate with one out in the ninth inning of Game 5 of the League Championship Series. He hadn't hit a home run left-handed in over 3,000 career at-bats, but he hit the first pitch from Tom Niedenfuer of the L.A. Dodgers over the right field fence to win the game and ultimately the Series.



Perhaps there are accounts that would be a stretch for your firm to land. Larger competitors have more resources, more experience with projects of that size, more experience in that industry, etc...

Don't waste an inordinate amount of time chasing every low probability, high potential account in your database. That kind of strategy is demoralizing and takes time away from the resources you can spend on more fruitful accounts. Continuing our analogy, "contact" hitters who swing for the fences every time don't last long in the major leagues.

But every once in a while, when the timing or a few of the other variables affecting a sale are in your favor, take a shot. You'll never grow if you never reach for the stars every once in a while. You might gain insight into your industry or your competitors. The potential of a big win energizes you and your staff. Though you might lose the sale, you or your firm will gain exposure to a larger network of contacts. They might learn of a more specialized expertise that you have that will lead to another win down the road.

And every once in a while...you get a fastball down the middle.

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

Thought of the month

MAKE ROOM FOR... NEW CHALLENGES

Danny Thomas was one of the great entertainers of the 1950's and 60's. A singer, dancer, and comedic actor, his television show *Make Room For Daddy* and several others that were spawned by his production companies were tremendously successful. He could have been content with his entertainment achievements and lived a full life.

Today, St. Jude's Research Hospital, founded by Danny Thomas in 1962, is one of the leading centers for the study and treatment of catastrophic diseases in children.

Always be open to new challenges and opportunities in life. Your greatest legacy may be your accomplishments yet to come!

[More Reading...](#)

Additional Resources

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