

Sales tips



info@leadershipconnections.com

Sam Lloyd of Success Systems says:

Difficult times call for creativity and innovative thinking to figure out how to weather the storm and find ways to do things better, reduce costs, find new markets, etc. Management tends to try to find the answers on their own and be frustrated when their strategies and plans encounter resistance from worried employees. This is a perfect time to tap the experience, motivation, and creativity of your workforce!

Some years ago when Scandinavian Airlines was facing bankruptcy, the new CEO gathered the employees in a huge maintenance hangar. He told them about their dire straits, announced that layoffs were not going to be used to cut costs if they would all help to find 1,000 ways to do things 1% better. Within a year the company was profitable again!

You have to learn to treat people as a resource.....you have to ask not what do they cost, but what is the yield, what can they produce? -Peter F. Drucker

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303 462 1277