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Success Energy

Design office to support you.



by Pat Heydlauff

YOUR OFFICE SHOULD SUPPORT you energetically. Are the colors conducive to productivity? Is the entrance clutter-free and welcoming? Does it reflect a successful business? Whether you work in the corner office of a multi-story building, a cubicle in a medical center, or the corner of a bedroom in your home, your workspace should provide you with supportive energy for focus, productivity, and income generation.

It used to be an office only needed a desk, chair, telephone, and typewriter. Today, the technological and electronic needs are vast. Global communication systems, cell phones and smart phones, wireless laptops, and voice-mail systems are just a few necessities.

With the high-tech requirements, the more subtle but supportive energy requirements are often overlooked. These provide a balanced atmosphere, allowing you to stay focused, productive, and in-control of your time.

Integrating Feng Shui principles and design preferences with your high-tech requirements will create an office that is less stressful and more productive.

Before you can energize your office, you need to unclutter it, organize it, file it, or get rid of it.

Seven Principles

Here are seven Feng Shui Principles for creating a balanced office:

1. **Energize the entrance to your office** by eliminating any clutter, having it well-lit, removing wastebaskets from the area, and making sure the door can swing open. This is not only the entrance to your productivity, but also the entrance to new clients, new business, and profitability. The front entrance and its welcoming statement affect the success of your business.

2. **Make sure the entrance is welcoming.** Prune plants and add colorful flowers to greet clients. Positive energy needs to enter to provide your business with growth and prosperity.

3. **Paint office walls colors that provide supportive energy** for the work being done. For example:

- **Medical or dental office walls** should be light shades of blue or green because these are calming colors.

- **Sales, marketing and professional offices** should be a soft terra cotta or earth tone colors, conducive to building good relationships with clients.

- **High-tech electronic multi-tasking offices** can be balanced with soft green on the walls and wood furniture.

4. **Use art and wall décor to enhance the purpose of the office**—to encourage focus and productivity, and to generate income. Use motivational art that shows success, teamwork, and a winning attitude and posters that energize! Frame them in silver or gold and hang them on west and northwest walls. Limit family pictures to either a small grouping or a collage in one frame. Place them in the southwest area of your desk or office to energize relationships.

5. **Energize wealth generation by adding plants like bamboo that reach upward** on the east and southeast

area of your office. If you lack a green thumb, use great-looking silk plants or trees. Also hang pictures of redwood trees or sequoias to give added energy.

6. **Add artwork with water in it** on the north wall to energize you and provide a gentle flowing movement. A tabletop water fountain also works well.

7. **Use a round or an oval table for meetings**, as its energy is conducive to negotiating, sales, problem-solving and conducting productive meetings.

By balancing your office for supportive energy and aligning your personal design tastes with the type of work you do, you have the formula for improved focus and productivity. **SSE**

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ACTION: Create more energy for success.

SALES/NUMBERS

Guarantee Sales ROI

Drive your numbers up.



by Michele Lando

AL, THE VP OF A NATIONAL sales organization, is a hard-driving, fast-moving, numbers-driven guy. But he is off projections by 32 percent heading into third quarter. Several reasons are discussed at the sales meeting, and none of them are in the control of sales. What do you do?

You learn what buyers really need in order to buy! Your buyers need: results, experience, security, and information—to different degrees. You can identify your buyers' strongest need by observing their behavior.

Here are the behaviors for the four needs: 1) **Results:** Get to the bottom line. Fast-paced. Problem-solver. Impatient under pressure. 2) **Experience:** Chat about weekend, do business in the last 10 minutes of a meeting. Fast-paced. Sees the big picture. Overly optimistic. 3) **Security:** Excellent listener. Likes to have time to process. Prefers continuity. Averse to change. Doesn't emote. 4) **Critical thinker:** analytical, perfectionist at heart who needs to be well informed to make best decision, slow to act.

By observing, you can know their preferred way of receiving your offer.

Accommodate Each Buyer

Here are a few tips:



- **Results-oriented buyers:** Ask them questions and let them define the answers—don't tell them. Ask how much time they have and if they prefer phone, e-mail or in-person. Tell how your product will help them based on what they share with you; then ask if they want to go through the details.

- **Experience-seeking buyers:** Take them to lunch and let them tell about themselves and ask questions. Keep things light and fun. Show them how your product enables them to enjoy something that's relevant to your offer.

- **Security-minded buyers:** Keep questions relevant to business.

Parcel out information, and give them time to digest it and ask questions. Share stories of yourself, or others by example, that reflect practicality. Present your offer in a safe way that doesn't suggest much change

- **Information-Saturation buyers.** Be prepared with data and expect a long sales cycle and rounds of information sharing. Be on purpose when touching base, and create certainty for them.

Understanding your buyers and their need enables you to re-think how you interact with them. Work with buyers on their terms, from their point of view, to meet their needs. This guarantees sales ROI. Combine this knowledge with an on-going action plan to see referrals flow, sales revenue rise, and projections hit their target! **SSE**

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ACTION: Understand your buyers.