

# The Results Register

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THE QUINTESSENCE CORPORATION  
*Cultivating Potential into Performance and Profit*

## *The Four Phases Of Growth*

Even if you have great natural ability, it takes time to become a leader, says John Maxwell.

Maxwell, who founded four companies and has spent 30 years in various leadership roles, says you need time to go through four phases of growth:

### **1. "You don't know what you don't know."**

To start on the leadership path, you must realize that leadership is influence. And everybody—including you—tries to influence others every day. If you accept that fact, you've reached an important point on the way to becoming a leader: You realize you need to know more about how influence works.

**2. "I know what I don't know."** You'll usually find yourself in this phase after you've been thrust into a leader's role. Now you know for sure that you need to learn more about influence. So start to gather resources, attend seminars, take courses and talk to leaders in your field.

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*"I know what I don't know."*

## *Help Perfectionists Be Better Managers*

Perfectionists set high standards and push themselves hard.

That's fine for self-motivation and career moves, but it can cause problems if they supervise others.

When your perfect protégés move to management positions and refuse to cut anyone any slack, you need to:

- **Help** them see and acknowledge that all people make mistakes, and that occasional mishaps don't preclude success.
- **Coach** them to recognize the difference between who they are and what they do for a living. Example: Just because they see themselves as demanding perfectionists doesn't mean they should magnify a minor defect in an employee's otherwise excellent report.
- **Encourage** them to publicly recognize what goes well and not dwell on every error. Remind them that steady praise will improve the morale of those they supervise.

Source: Entrepreneur, Entrepreneur Media Inc., 2392 Morse Ave., Irvine, CA 92714.

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## *Motivational Quotes*

*"The average person puts only 25 percent of his energy and ability into his work. The world takes off its hat to those who put in more than 50 percent of their capacity, and stands on its head for those few and far between souls who devote 100 percent."*

– Andrew Carnegie

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**3. "I grow, and I know it starts to show."** At this point, others begin to notice—and comment on—something about you that says you're on the way to becoming a leader. But realize it won't happen as quickly as you'd like. It will occur according to the "Law of Process:" In five years, your influence will increase. In 10, you'll be an effective leader. And in 20 years—if you've continued your growth—others will be asking you to show them how to lead.

**4. "I simply go because of what I know."** This is when all your hard work and willingness to learn—and teach others—pays off. Your leadership becomes almost automatic. But you can't get there without paying the price of lifelong learning and being patient enough to let the "Law of Process" work.

**Suggestion:** Think of becoming a leader as like investing in the stock market: If you hope to amass a fortune in one day, you won't succeed. But if you start learning today, you'll be ready to lead when the time comes.

Adapted from *The Manager's Edge*. Original Source: *The 21 Irrefutable Laws of Leadership: Follow Them and People Will Follow You*, by John C. Maxwell, Thomas Nelson Publishers Inc.,

## *Humor Is Healthy...*

The teacher of the earth science class was lecturing on map reading.

After explaining about latitude, longitude, degrees and minutes the teacher asked, "Suppose I asked you to meet me for lunch at 23 degrees, 4 minutes north latitude and 45 degrees, 15 minutes east longitude...?"

After a confused silence, a voice volunteered, "I guess you'd be eating alone."



## *Failing Employees*

Are your employees failing?

Want to save time, money, and a lot of energy for you and your organization?

Set employees up to succeed not fail. Make sure your employees know:



- **What the job is.** Make sure you explain to each person specific directions and/or goals about the job or task.
- **Explain how to do the job.** Be available to answer questions or give directions on how to do the job or task.
- **Make sure a person or situation doesn't interfere** with employees' ability to do the job.

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*"We must walk consciously only part way toward our goal, and then leap in the dark to our success."*

– Henry David Thoreau

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## Sales Calling Tips

Follow Up // Follow Up // Follow Up // Follow Up

1. *Plant Reasons For Future Contacts.* At the end of a sales call reiterate what it is you will be doing, and what it is the customer will be doing, before your next meeting. Every follow-up call should begin with a strong link to the previous call.

2. *Avoid Monotony In Your Follow Up.* Use post cards, handwritten notes, email, voice mail, personal letters, clips of newspaper articles, etc. to show your customer that you are a creative and dependable partner.

3. *Add Value To The Relationship.* While most salespeople think that adding value is something you give the customer in exchange for the purchase, top salespeople know that the best way to create more sales is by adding value to every communication with the prospect.

4. *Be Proactive, Not Reactive.* Successful salespeople follow a plan. Organize yourself and write each follow-up step into your planner. Don't leave follow up to chance; create a system.

5. *Don't Limit Follow Up To The Sales Process And The Close.* The purpose of follow up is to create new opportunities. Sometimes the best opportunities come when you follow up on a sale that was lost.

6. *It Is Easier To Maintain A Relationship Than To Start One.* What was worth pursuing once is worth preserving twice. If you don't pay attention to your customer, he or she will find someone else who will.

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## Web Site Of The Month

Finally the easy solution to managing your incoming e-mail has arrived. And it's free!



MailWasher is a free E-mail checker with effective SPAM (unsolicited E-mail) elimination. Discover the safe way to stop unwanted viruses and E-mail before they get to your computer.

**MailWasher**  
Over 1,000,000 Downloads!

Check it out at: [www.mailwasher.net](http://www.mailwasher.net)

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## ONE MINUTE IDEAS

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### 10-Minute Organizing Tasks

When you have 10 minutes to spare, tackle one of these tasks:

- ◆ Read a brief article or report
  - ◆ Organize your work area
  - ◆ Clean out a desk drawer
  - ◆ Complete you to-do list for the next day
  - ◆ Relax by breathing deeply
- 

### Say 'NO' with tact

Protect you time-without appearing to be unhelpful-by saying "no" without using the word. *Here's how:*

Explain what you'd have to eliminate to meet the request. *Example:* "I'd like to help plan the conference, but I'd have to cancel my new-client meetings in Detroit."

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"My philosophy of life is that if we make up our mind what we are going to make of our lives, then work hard toward that goal, we never lose – somehow we win out."

– Ronald Reagan



## *Rewarding Solutions – Incentives*

Looking to design a sales incentive program that will boost your business without busting your budget? The following companies offer incentive solutions to satisfy even the most cost-conscious corporate customer.

- ◇ Sony Special Market Sales: [www.sony.com](http://www.sony.com); 1-800-833-6302
- ◇ Kmart Cash Card: 1-800-345-2497
- ◇ Crate & Barrel: 1-800- 717-1112
- ◇ Best Buy: 1-877-370-1234
- ◇ Darden Restaurants: [www.darden.com](http://www.darden.com); 1-800-642-7336
- ◇ 1-800-Gift Certificate: [www.800giftcertificate.com](http://www.800giftcertificate.com); 1-800-443-8237
- ◇ Blockbuster Gift Card: [www.blockbuster.com/giftcards/corpincentive](http://www.blockbuster.com/giftcards/corpincentive); 1-800-330-2439
- ◇ Branders.com: [www.branders.com](http://www.branders.com); 1-877-272-6337



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