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For information about how The Benjamin Group can help you, check out our website at [www.benjamin-group.com](http://www.benjamin-group.com).

## Welcome to a new year of "Sales Sagacity"!



**Business people can't afford empty New Year's resolutions; they must deliver hard results!** That takes thorough planning ... something we'll do together this month in *Sales Sagacity*!

**Wishing you a happy and prosperous New Year!**

Ron Visocchi  
Managing Partner and *Sales Sage*

## A New Year's Face-lift



Since the tennis season has ended, I've been taking long power walks. (*My running days are over, but I digress!*). Along my route, I've noticed quite a number of home construction projects. These renovations are quite extensive, completely changing the appearance of the original house. **Sometimes our businesses, just like these homes, could use such a facelift!**

Any **transformation requires a renewed vision that satisfies an evolved set of requirements**. Further, **detailed plans, which differ from the original blueprints, need to be prepared** before the *re-construction* can begin.

### When's the last time you re-visited your vision and challenged your plans?

Here is a set of questions that can help:

- ❖ **What future do you seek to create?**
  - ✓ How do you define success?
  - ✓ How will you measure it?
- ❖ **What is the lowest common denominator of your core competencies?**
  - ✓ How can they be enhanced or re-packaged?
- ❖ **Why do you do what you do?**
  - ✓ What's your mission?
  - ✓ What's your passion?
- ❖ **How do your core competencies and passions line up with what the market wants and needs?**
  - ✓ Why you or your company?
  - ✓ How do you compare with competitive alternatives?
- ❖ **What are your goals and objectives?**
  - ✓ What are you measuring?
  - ✓ What milestones will affirm your progress?
  - ✓ What events or results will trigger a correction?
- ❖ **How will you achieve them?**
  - ✓ Do your activities drive towards your goals and objectives?
  - ✓ Do you have the right resources?
  - ✓ Do you have a detailed action plan by person and timeline?
- ❖ **What risks or obstacles can you anticipate?**
  - ✓ What can you do to minimize those risks?
  - ✓ How can you better prepare for any unknowns?

It's been said that **"if you don't know where you're going, any road will get you there."** That doesn't sound like a *blueprint* for success. **Facelift anyone?**

## Sales Tip of the Month

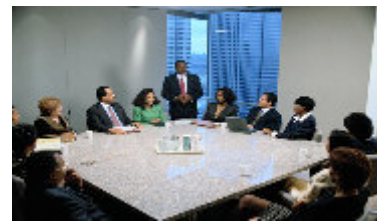
Anyone remember their management 101 class; plan, organize, implement and follow-up? Everyone wants to implement; few like to plan. Here's my question (*there's a tip in here somewhere*): **would you ever have a facelift without first planning the final result?**

## About The Benjamin Group

The Benjamin Group is a management services company that achieves sales growth for its clients by developing and implementing sound sales strategies and tactics.

The firm's mission is to partner with management to produce immediate and measurable business results through proven disciplines and experience.

The firm was founded because of a strong belief in the need for hands-on consulting that is results-oriented, practical, and consistent with the corporate culture and goals of the client.



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