



"creating business excellence"

**Quick Reference Guide for  
Everyday Strategies  
to help improve  
YOUR business**

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## Are you a good manager? Here are 10 ways to stay or become one!

**1. ACKNOWLEDGE YOUR STAFF.**

*When a member of staff does a job well, make sure you notice it, and acknowledge her or him for it. Don't let the opportunity to praise a piece of good work go by.*

**2. NEVER, EVER, HUMILIATE ANYONE ON YOUR STAFF TEAM.**

*If you are annoyed with someone on your team, or they have done something wrong, make sure you keep your cool, especially in public. If you humiliate someone, he or she will hold a grudge against you, and their work will suffer too.*

**3. CREATE A CULTURE WHERE MISTAKES ARE OK.**

*If you don't make mistakes, chances are you are not stretching yourself. If your staff are allowed to feel that mistakes are part of reaching for new highs, rather than something to feel bad about, or shamed for, then they will take more risks on your behalf.*

**4. REMEMBER PERSONAL DETAILS.**

*Take time to get to know your staff, who they are, who is important in their lives, etc. Be interested in them as people, not just as workers.*

**5. DON'T HIDE BEHIND YOUR POSITION.**

*Be human and friendly with your staff – that way you will all be able to support and encourage each other when things are tough.*

**6. BE APPROACHABLE.**

*Allow your staff to feel that they can come and talk to you about sensitive issues, about inside- and outside-work difficulties, and that you will respect them, and not hold what they share against them.*

**7. ADMIT YOUR MISTAKES.**

*If you get it wrong, say so. Managers don't have to be infallible! Your staff will respect you more if you are able to admit your mistakes, and then set about sorting out a solution.*

**8. LISTEN IN SUCH A WAY THAT YOUR EMPLOYEES WILL TALK TO YOU.**

*Often people feel afraid of, or intimidated by, management. Make sure you show people that you are willing to listen to what they have to say, that they are important and worthy of your time.*

**9. BE CLEAR IN YOUR REQUESTS.**

*It is your responsibility to ensure that people understand your requests - so communicate clearly, and ask if people have understood what you are asking for.*

**10. TREAT EVERYONE RESPECTFULLY AND COURTEOUSLY AT ALL TIMES.**

*Particularly when there is a problem! Everyone who works for you is a valuable human being who deserves respect. A manager is only as good as how she or he treats the people on her or his team.*

# How Motivated are your Staff?

## Here are 7 tips to sustained staff motivation!

### **1. GOAL SETTING.**

*Do you and your staff have a clear idea of what it is you need to achieve, when you need to achieve it and how? Do you have one goal for the company or do individuals have their individual goals to meet to help achieve the company goals? Is the goal's progress fed back to the team on a regular and constructive basis?*

### **2. SENSE OF ACHIEVEMENT / POSITIVE REINFORCEMENT.**

*Catch people doing things right instead of always waiting for them to make a mistake. A simple but powerful statement such as "You did a great job today" or "Thanks for that" go a long way and cost nothing. Everyone likes personal recognition.*

### **3. REACHABLE / ATTAINABLE TARGETS.**

*Are targets set at a realistic and achievable level – high enough to stretch staff to find levels within themselves but not too high or too distant for people to give up? If targets are too easy, staff will not stretch themselves. Find the balance and watch the difference.*

### **4. EXTERNAL VERSUS INTERNAL STIMULI.**

*What is the balance between staff self-motivation and drive to get things done and the need to constantly push or punish staff into doing the same things? External motivation is short lived, whereas internal motivation remains – even when you are not there. Do you know, I mean really know what motivates your staff? If not, then take time to find out: it will pay dividends in the long term.*

### **5. HONESTY.**

*Do not mislead or lie to your staff, people react better to direct honesty. Even if it is a hard call, make it, they will appreciate your honesty.*

### **6. SUPPORT.**

*Do they have the support they need? Do they get the mentoring and coaching they may require to help them when they need it?*

### **7. DIRECTION / VISION.**

*Do your staff have crystal clear vision of where the company is going and why? Vision statements on the walls are not enough. Your company vision needs to be constantly in focus – talked about, planned, measured and refocused. If people buy into your vision for themselves, the company will become an exciting place to work.*

# Need to increase your sales? Here are 5 keys to closing more business!

## **1. UNCOVER NEEDS.**

*Your job is to uncover each customer's desire, need, or problem, match it to a product or service of your company, and help the customer to make the purchase. In this way, you serve by selling.*

## **2. ADD VALUE.**

*While you are talking to your customer and discussing their requirements, start to think laterally in terms of what else would go with the product that they may possibly require. This should give you the ability of being able to sell them a linked product in order to give additional benefits or value for money. Meet the initial need before meeting additional needs.*

## **3. DISCUSS BENEFITS RATHER THAN FEATURES.**

*The products or service you are selling have features and these features have benefits. Many sales people fall over here because they try and sell features of the product or service NOT what the product or service can do for the customer. It is vital to understand that, as customers, we buy something for the OUTCOME that we will receive from that purchase.*

## **4. HANDLING OBJECTIONS.**

*If the customer is interested enough in what you have to say to raise an objection, then the customer is interested enough to buy from you. Most people, when faced with an objection, will respond with a fact or statement that proves the customer wrong. This is the wrong approach as it puts the customer in the wrong frame of mind for doing business with us. Listen carefully, clarify the objection, represent your proposal incorporating the objection and use a trial close.*

## **5. CLOSE THE SALE.**

*Closing the sale means confirming the customer's decision to buy. You must always take it for granted that they will buy from you. It is the logical outcome of your sales presentation. You must be alert to all signals being given by the customer. These decision signals indicate that the customer is thinking about what it would be like to use your company and / or services. At any time during the sales process when you hear a decision signal, Ask For The Business.*

### **Services offered by Rapid Results:**

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