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SALES & MARKETING - NEWS FLASH: "SALES" ISN'T A DIRTY WORD

I often begin my sales seminars by asking: "How many of you like sales people?" I usually get one or two out of ten to raise their hands. Why do so many see sales as a dirty word? As a former sales trainer, I can tell you that it is usually because sales people have missed one or more core steps of the selling process. Sales is an honorable profession. Salespeople help us buy things we want and need. Salespeople are armed with the facts of the product we are interested in buying. They usually know about the competitors' product and can help us by giving us reasons to buy. We need them. They save us time. Where then does the problem lie?



Consider this example: There you are at home sitting down having supper with your family and the phone rings. It is a telemarketer who begins flying into his sales pitch without stopping for a breath. You try to get off the phone but he goes on and on without consideration. Finally, you hang up the phone to get rid of him. The telemarketer scratches his head wondering what he did wrong, and your dinner with the family has been interrupted, leaving the food and you cold. Both lose. What went wrong? It's very simple. The telemarketing sales person missed an important step or two in the process.

Here are the five simple steps. See if you can identify where he went wrong.

- 1) Build rapport
- 2) Discover needs
- 3) Sell benefits
- 4) Uncover/overcome objections
- 5) Close the sale

Did you get it? Let's see. First, he failed to build rapport. Friendliness is the first and probably most important step. Making the receiver of the phone call feel comfortable is necessary, but was missed in this example. Next, the caller failed to discover needs. Whenever you just keep talking at someone without listening you will never discover the needs. Nobody wants to be sold, but everyone wants to buy something if they have a reason to. If the telemarketer would have been permitted to finish, he probably would have gone for the close; but a professional would never go for the close without finishing the other steps first. Remember this; you never have permission to close until you have solved all issues, meaning overcoming the objections. When the car salesperson says: "Let me show you this two-seater convertible we have on sale this week," without ever finding out what your family needs are (i.e. you have four kids and are looking for a family car), then he has missed a very valuable

step and has no permission to try to close the sale.

As you proceed with getting employers interested in working with your graduates/customers, remember to follow the five step selling process. Don't miss any of the important steps. If you do this, sales will never be a dirty word to your customers.

Written by John Cyr [TOP](#)

MONEY TALKS - THE NUMBER OF US MILLIONAIRES INCREASES BY 33%

Despite world wide terror alerts, recent stock market corrections, corporate scandals that made front page news and poor Martha Stewart, we at Career T.E.A.M. believe we are living in the most exhilarating and prosperous period in American history. The United States continues to raise the standard in wealth creation. America, with 6% of the world's population and 6% of its landmass, now creates nearly 30% of worldwide gross national product and accounts for over 50% of the world's wealth. According to the Wall Street Journal, the number of millionaires in America, jumped by two million from 2003 to 2004, an increase of 33%. This rate of rapid increase in personal wealth is unprecedented. Further details reveal that the majority of these folks were self-made, many of whom started a venture after being laid off! Their secret? They found their passion and pursued it to the bank! This is an amazing era we live in! For 2005, resolve to carefully manage your savings and associate your family with quality advisors whose recommendations match your short and long-term financial objectives. Review your investment performance monthly. Need a great advisor, give us a call.



[TOP](#)

INNOVATION - ONE OF OUR "TOP 10" STORIES FOR USE IN YOUR NEXT GREAT SPEECH!

Innovation is an essential ingredient to long-term success. The ability to adapt and innovate through challenges and obstacles is an important trait. This month we highlight one man's example of innovation...



The story is told of a man who attempted to cross the Canadian border on his motorcycle. He carried two saddlebags strapped across his seat. The border guards questioned, "What is in your saddlebags?" "Rocks", the man replied. The guards emptied the bags to inspect them. Finding nothing but rocks, they sent the man on his way with bags full of rocks. A few weeks later, the same scenario occurred and so on every two or three weeks for several months. The guards endured the cycle rider's entry over the border with saddlebags full of rocks.

Finally, one week, the guards could no longer stand it. "We know you are smuggling something across the border but every time we check your saddlebags, there is nothing but rocks. It is driving us crazy. Tell us what you are up to and we promise not to turn you in." "It is quite simple, the man smiled, "I am smuggling motorcycles." [TOP](#)

LISTENING - HOW TO GET FLOWERS ON GROUNDHOGS DAY... NO, REALLY!

At breakfast one morning a woman said to her husband, "I bet you don't know what day this is." Of course I do," he answered as he went out the door on his way to the office. At 10:00AM the doorbell rang and the woman opened the door and was handed a box containing a dozen long stemmed, red roses. At 1:00PM, a foil-wrapped, two-pound box of her favorite chocolates arrived. Later, a boutique delivered a dress. The woman could not wait for her husband to come home. "First the flowers, then the candy, and then the dress!" she exclaimed. "I've never spent a more wonderful Groundhog's Day in my whole life!" [TOP](#)

TEAM BUILDING - WANT THE WORLD ON A STRING? MORALE BUILDING EXERCISE

Preparation:

This exercise is best when used at the culmination of a program (a few days, week or longer) when people are familiar with one another. It is a good exercise for bringing closure to the group's successes.

Materials Needed:

A ball of string (one is usually enough unless it a very large group of 25 and over)

The Exercise:

Form a circle so that everyone can see one another. (Shoulder to shoulder)



Introduction

You can use these words or create your own. Remember, you know your group best.

"After leaving here today, we will all go back to our (towns, cities, homes, families, workplaces, offices/cubes, whatever is appropriate) and get back in our routine. We have shared a lot with one another. I would like each of us to share something that you will take with you that will help you as you go forward from this space. We can go in any order, do I have a volunteer?" (You, as the leader, can go first). After the first person finishes responding, that person holds the end of the string and can pass the ball of string to the next person responding, or the leader can take it to the next person. After the second person shares they hold a piece of the string and passes it on. Be sure everyone shares something and that everyone is holding a piece of string. (Securely!)

Closing

"I want you to look around and try to remember what each person has shared. I would also like you to notice that we are all connected, we have many differences but we have more things in common. Every person you meet is a gift, and someone you can learn something from. When things get difficult, I want you to remember that you are connected to a group of people who believe you can succeed."

"This web can also be a net, like a net fish are gathered in, except this net is to make sure people don't fall through. We are all here to catch them." [TOP](#)

THE FLIP SIDE

Each month "The Flip Side" will feature a fun or antidotal idea, a tasty recipe, a student success story or some other human-interest piece. This month, Stephanie Frisch, our Director of Operations, contributed this recipe for her stuffed peppers, which she says everyone requests for potlucks and family gatherings!

Stephanie's Stuffed Peppers



- 4 medium to large peppers (any color)
- (3 seeded and split lengthwise, one diced)
- 1 box rice pilaf
- 1 medium onion (diced)
- 1 1/2 lbs. ground meat (lean ground beef mixed with lean pork, or substitute finely cubed portabella mushrooms for a vegetarian version!)
- 1 lb. shredded cheese (any kind)
- garlic to taste
- salt & pepper to taste

Brown meat, garlic, onion and diced pepper while preparing pilaf (according to box). Place halved peppers in shallow baking dish and bake at 250 degrees until tender. Combine meat mixture and pilaf in one pan. Fill each pepper-half with mixture. Fill dish with remaining mixture. Sprinkle cheese over dish and bake 10-15 (or until cheese is melted). Serves 4-6 and can be prepared ahead of time and re-heated. Peppers are very good the second day! [TOP](#)

DID YOU KNOW?

- > The current job search averages 7 months with an industry rule of thumb that for the experienced job seeker, it takes 1 month for every \$10,000 in salary.
- > The average American changes jobs 8 times, 4 times before age 30.

AMERICA'S WORKFORCE IS FACING A MAJOR TRANSFORMATION...

- > Employers will soon face a critical labor shortage due to the impending baby boomer retirement development. Baby boomers (46-64 year olds) will exit the workforce at unprecedented rates.
- > We are experiencing 20 years of documented decline in birthrate which creates a negative effect on supply of qualified workers.
- > Employers continue to out-source more functions.
- > Technology will create jobs for upward mobility of middle class. There will be fewer but better jobs available.
- > Employers strive to upgrade technology skills of low-wage workers to accommodate need. Training, education and awareness of technology is the centerpiece of this paradigm shift. [TOP](#)