



# Tips FROM THE Top<sup>®</sup>

Business insights from those at the top for those at the top

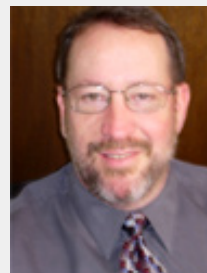
Published by The Alternative Board<sup>®</sup>

## INSIDE THIS ISSUE

- Latest Additions to the TAB Family
- Ninja Sales Plan
- Hiring Management
- Properly Leaving Voicemail Messages
- Not the Best at Everything
- Managing Organizational Change
- Policy Manuals
- Calendar of Events



**THE ALTERNATIVE BOARD<sup>®</sup>**  
*Achieve Success with Peer Advice and Coaching*



**Bob Zelnick**  
Facilitator  
President,  
Ashford  
Consulting  
Group

**Arthur  
Amdurer**  
Facilitator

## NEWS

### Latest Additions to the TAB Family

Welcome new TAB Board<sup>®</sup> Members:

- Paul Baum, PlanITROI, Denville
- Bill Foley, American Microsemiconductor, Madison
- Angelo Iossa, Vision Electric, Madison
- Brad Keating, KB Ingredients, Ledgewood
- Eric Monsen, Monsen Engineering, Fairfield
- George Nader, Nader Homes, Whippany

And finally...

Bob McElwaine has joined TAB as a Facilitator and he has jumped right in by running two boards. Bob is President of RJM Business Consultants-Strategic Transformations. An MBA, Bob was president of Engelhard Canada and has also successfully led three corporate turnarounds. He's been a great addition to our growing enterprise and we are very lucky to have him on board.

*Bob Zelnick*



**Bob McElwain**  
Facilitator

Phone: 973.625.3375

Fax: 973.625.3252

[info@tabnj.com](mailto:info@tabnj.com)

[www.tabnj.com](http://www.tabnj.com)

## STRATEGY

## Ninja Sales Plan

When my company, L.I. Ninjutsu Centers, finds out something about the competition or even what one of our suppliers is doing that may pose a major sales threat to us, I find that using “ninja” techniques works well. I covertly put together a plan and quietly go about implementing it rather than addressing it loudly or head on. For example, we might utilize our competition as a way of gaining sales by piggybacking off of their campaign, or even using them as a source if they are not direct competition by doing a synergized marketing campaign. I don't look at other businesses of my style as competition, rather as assets. In this stealth way, we are often able to slip around an issue or make a threat into an opportunity.

*Allie Alberigo, L.I. Ninjutsu Centers, West Islip, NY*

### HUMAN RESOURCES

## Hiring Management

When hiring upper-level managers and other senior staff, the candidate will frequently negotiate for greater benefits than normally given to a starting employee. We think that's reasonable, given that we are interested in him/her for their experience. We credit them on hiring with seniority given to the time they spent in an equivalent position elsewhere.

*Howard DeWied, DeWied International, San Antonio, TX*

### TIP

## Properly Leaving Voicemail Messages

Just a friendly reminder, one we all need—how to properly leave your telephone number in a voicemail message. Do you ever get annoyed when someone leaves you a voicemail message and speeds through their phone number? Sure they know their own phone number, but the receiver of the message needs to be able to write it down. So slow down and if you're feeling really gracious, repeat the number to assist with verification.

*TAB Board 310, Bellevue, WA*

### MANAGEMENT

### CALENDAR OF EVENTS

**LEADERSHIP SUMMIT**  
**BEYOND MEDIOCRITY,**  
*Getting Top Performance in Your Organization*

**Tuesday, June 19, 2007**

**8:00 AM - 9:45 AM**

[Sign up Now](#)

### TAB Board® MEETINGS

**Monday, June 11, 2007**

[Bottom Line Board Meeting](#)

**Tuesday, June 19, 2007**

[Mac's New Board](#)

[\(Official Name TBD\)](#)

**Wednesday, June 20, 2007**

[Arthur's TAB Board](#)

**Thursday, June 21, 2007**

[CEO Board Meeting](#)

**Tuesday, June 26, 2007**

[Strategic Board Meeting](#)

**Wednesday, June 27, 2007**

[President's Board Meeting](#)

## Not the Best at Everything

As leaders, we have a tendency to think we can do everything better than others, making it difficult to delegate—and once we do, it is a challenge for those to whom we delegate. To avoid this, we should focus on results as opposed to activities and get out of the way – let others grow and develop. Our key role is to set and clarify expectations and then hold people accountable for results.

*John Wright, Padgett Stratemann & Co., San Antonio, TX*

### MANAGEMENT

## Managing Organizational Change

People can only deal with incremental (5-10 percent) changes in the organization. If you try to drive major change, you should be prepared to take the necessary time to invest in meeting/working with the people who will be affected by the change and gain their support and participation in the change. Remember, real change can only be guaranteed by vending machines and aging—other changes will require your deep commitment and investment of time and energy.

*Bill Leahy, The Big Sur Land Trust, Carmel, CA*

### OPERATIONS

## Policy Manuals

When compiling a policy manual, state the reason for the specific policy before outlining what the policy is. This also gives an opportunity for exceptions.

*Kevin Armstrong, TAB-Certified Facilitator, Vancouver, B.C.*

**The Alternative Board® brings business owners, CEOs and presidents of non-competing businesses together in boards, where members can present challenges and opportunities to the board for seasoned, practical advice from other owners who understand one another's perspective and contribute meaningful solutions. The boards consist of up to 12 members, meeting monthly under the guidance of a TAB-Certified Facilitator. Over 300 TAB Boards are operating each month across the United States, Canada and South America. Since its inception, thousands of businesses have benefited from membership in The Alternative Board®. For more information on The Alternative Board®, visit [www.TABBoards.com](http://www.TABBoards.com)**

### FACILITATED PEER TRAINING

**Tuesday, June 12, 2007**

**Facilitated Peer Training Group #4**

**Friday, June 22, 2007**

**Facilitated Peer Training Group #1**

**Tuesday, July 17, 2007**

**Facilitated Peer Training Group #3**

### QUICK TIPS

#### Staff Behavior at Events

When entertaining clients in groups, whether at trade shows or company events – make sure that your staff is formally briefed as to how to conduct themselves. They need to be prepared to talk business and focus on the results you want to achieve. Under no circumstances should they be the “entertainment.”

*James Buonfiglio*

*C and B Consulting*

*Syosset, NY*

#### Reference Checks

Always call references, even if you have already made the decision to hire a particular candidate. Sometimes candidates will supply references counting on the fact that some potential employers won't call. The reference may be false or may be very negative toward the candidate.

*Steve Moon*

*King's Septic & Portable Toilet Service Inc.*

*Grosse Isle, MB*

## Pay More!

We all would like to save money on salaries for employees. However, remember, you get what you pay for.

*TAB Board 301*

*Central, CT*

## Now Available:



Click on the book cover at left to order your copy of the #1 business book best seller\* the **7 Secrets of Great Entrepreneurial**

**Masters** by Allen E. Fishman, Founder and CEO of The Alternative Board®.

*\*800 CEO Read, Aug. 1st, 2006.*



**THE ALTERNATIVE BOARD®**  
*Achieve Success with Peer Advice and Coaching*

[www.tabnj.com](http://www.tabnj.com)

**Achieve Success with Peer Advice and Coaching**

[The Alternative Board®](#) • 1 Bank Street, Suite 205 • PO Box 182 • Rockaway • NJ • 07866-0182 • 973.625.3375

If you no longer wish to receive these emails please [click here](#).