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Aspire Consulting, Ltd.

Aspire... Higher



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A S P I R E

Discover potential. Get results.

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Aspire: Alphabetically Speaking

(X)

X-Ray according to dictionary.com; to examine, photograph, or treat with x-rays.

As an X-Ray is a vital tool used in diagnosing medical issues, the use of other tools to diagnose and assess businesses and organizations is equally as valuable.

Aspire Consulting uses personal and organizational assessments to assist companies in understanding those things that are not obvious to the naked eye and meaningless without professional interpretation.

Just as an ounce of prevention is worth a pound of cure, has your organization had its X-Ray this year?

[More Info on Assessments](#)

Tip of the Month

Setting Priorities

Winding down from 2009 and revving up to 2010 can be difficult. Getting the right things accomplished at the right time becomes even more important. Try these suggestions for prioritizing:

Aspire Consulting, Ltd.

combines passion, purpose and performance to achieve results driven solutions for our customers. We partner with businesses and organizations to stimulate individual, team, and organizational development.

Our highly effective solutions lead to dramatic and measurable improvements in several key areas for our customers including the ability to:

- Lead and Manage
- Grow and Innovate
- Capture and Retain Loyal Customers
- Fuel Financial Growth

The benefits to our customers include:

- Increased Internal and External Customer Loyalty
- Improved Profits
- Improved Productivity
- Improved Performance and Quality of the Services They Deliver

We look forward to the opportunity to talk with you about how we can partner with

1. Get anything off your list that will have a negative impact on you or others if it is not accomplished that day.
2. Work on things that will move you in a positive direction towards more than one of your goals at the same time.
3. Do things that are of high value.
4. Do things that will create greater risk if not done sooner rather than later.
5. Do things you are passionate about.
6. Complete your next day's must do and should do lists before the end of the day.

Don't neglect celebrating each goal or major step to a goal accomplished. This can be in a small way, but this acknowledgement will fire up your engine to do more.

[More Info on Leadership](#)

Why Do people Buy?



Before people consider buying anything, they must first have a want or need. Their desire can be at a conscious or subconscious level, but it needs to exist in order to motivate any buying decision.

People are motivated to buy in order to gain a benefit, to avoid a loss, or to solve a problem. People buy to gain money, save money, or avoid the loss of money. They will buy to prolong life or to improve the quality of life. The need for approval or the desire to be recognized are also strong motivators. Personal needs and wants fall into all kinds of categories with varying degrees of desire and urgency. We see buying decisions all around us every day.

You immediately replace your hot water heater because you need hot water. Even though a Saturn will accomplish similar results you always wanted that Mercedes E350. When you purchase a laptop you configure the new equipment based on your needs and the functionality you want.

Understanding what benefit your buyer will get from the sale is one of the most important steps in successful sales. What about your service or product does your customer need and want? Every potential customer considers the value or benefit relative to the price he/she pays. Customers buy benefits and outcomes. Many of these are not initially communicated. Many are emotional. You can only find out what their true needs or wants, and therefore the benefits and outcomes they are looking for, by asking questions and listening. Only after wants and needs are identified can you begin to

you and your company.

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Food For Thought

Assessing Where Your Company Stands

Do you know where you will be starting 2010?

Things to consider going into a new year:

- If the pundits are right, we will be heading into an economic recovery. Are you ready?
- What worked for you in 2009 and what flopped?
- Of those things that worked, what about them worked and can you do more of?
- For those that flopped, do you know why?
- What will your overall strategy be to take advantage of opportunities for 2010?
- Have you considered the strengths and weakness of your people, processes and systems?
- Are your employees in the right jobs? How do you know?
- Are your systems easy and efficient to work with and within?
- Are your systems and incentives aligned with your strategic plan?
- How about your employees? Are their

communicate how your product or services add value and meets their emotional needs.

Mastering the two skills of listening and asking the next "right questions" will help you uncover your customers' needs or wants. Listening is a skill most people believe they have mastered. It is rare, however, to find someone whose listening skills can not be honed. Good listening skills mean that you are engaged with your customer, and they are your entire focus at that moment. Proper listening builds trust, and when trust is established, your potential customers are much more likely to share their needs and wants in detail.

Asking the next "right" question is an art form. However, if you are listening properly and engaged you will know what the next right question should be for that customer in order to help him/her make a good buying decision with you. Listening and asking the next right question is like having a conversation with your best friend. The dialog is comfortable, your friend can sense on every level that you are interested, and you are present. And since you are present, you know exactly what to say or what to ask next. Make your potential customer your friend. Treat him/her like your best friend and watch your sales goals move to new heights.

Helping someone make the proper buying decision with you is not difficult. Focus on each customer's individual needs and wants, link those needs and wants to the value of your product or service through listening and questioning. Before you know it, your sales will increase exponentially.

In today's market, companies are looking for more sales. Companies are looking for ways to conserve cash and increase revenue.

[More info on Sales Development](#)

In their own words...

"One man with courage is a majority." - Thomas Jefferson

"My failures have been errors of judgment, not of intent."
- Ulysses S Grant

"I have had many troubles in my life, but the worst of them never came." - James Garfield

"The only man who makes no mistake is the man who does nothing." - Franklin Delano Roosevelt

"I have never been hurt by anything I didn't say." -John Calvin Coolidge

goals and your company's goals in alignment? How do you know?

- Do your managers know what is important to your employees?
- Do you know what is important to your managers?
- Have you stayed abreast of trends external to your organization that might present as opportunities for growth or as threats to business as you know it?
- How are you preparing to take advantage of them quickly and efficiently?

We believe that in 2010 there will be many opportunities for growth and at multiple levels. We also know that with many companies working with bare bones staffing and expenses that seizing the opportunities will be difficult unless you prepare for them. The successful companies will prepare now, and be ready to launch in 2010.

[More Info on Strategic Thinking](#)

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