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## Aspire Consulting, Ltd.

*Aspire... Higher*



### ***Inside This Issue... February 2011***

- *Tip of The Month*
- Aspire: Alphabetically Speaking
- Managing Outcomes and Perceptions
- Food For Thought



### ***Aspire: Alphabetically Speaking (L)***

Lasting: according to dictionary.com is continuing or enduring a long time; permanent; durable.

Aspire Consulting understands that lasting also refers to sustainability. Sustainability is a business approach that creates long-term stakeholder value by embracing and using all resources including people and planet which create profits.

[More Info about Aspire Consulting](#)

### ***Tip of the Month***

#### **Myths about Training and Development**

Training is a process of learning a new set of skills. Development includes using those skills to work more often and more effectively.

#### **Myth 1. Training makes a difference.**

In the U.S., the average return-on-investment related to training is between 8% - 15%. Retention is at about 2% after two weeks. Different results require different approaches. Goal-focused development processes using spaced repetition can produce measurable results and as much as 62% applied retention lasting up to a lifetime.

#### **Myth 2. The purpose of training is to achieve learning objectives.**

Learning for knowledge's sake is good; however, in your organization training or development should improve performance.

#### **Myth 3. Training is training's job.**

Training and development have multiple owners and clear accountability in any company. They involve planning and action by all owners before, during, and after a training event; should be

### **Aspire Consulting, Ltd.**

***Wouldn't it be great to work with a company that listened to you, understood your pain and implemented solutions that not only solved those things that keep you up at night now, but give you and your team the ability to continue your success?***

Our customers develop a clear vision for where they want to take their business and know how they are going to get there. Their employees develop and apply the attitudes, skills and knowledge needed to accomplish the plan.

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

The Aspire Advantage:

- We are deeply rooted in our communities and are here to stay
- Once a customer always a partner for long term success
- We are part of a group of senior executives that give us access to the best in research, industry experts, tools and technical support

connected throughout the entire organization to improve performance; and has the best lasting impact when the skills, knowledge and attitudes are reinforced daily.

#### **Myth 4. Training should be fun.**

Trainees need to learn skills and information connected to the critical business outcomes. Training can be fun if trainees enjoy the learning process. But ultimately, do they apply what has been taught? Sometimes the most trying struggles produce the most satisfying lessons.

#### **Myth 5. Training cannot develop successful attitudes.**

This is true, but training and development are two different things. Training focuses specifically on skills and knowledge. Development focuses on attitudes, habits, goal setting and achievement.

[More Info on Development](#)

### **Managing Outcomes and Perceptions**



In his book, "If Disney Ran Your Hospital, 9 ½ Things You Would Do Differently" Fred Lee talks about the value of managers managing both outcomes and perceptions. Outcomes, he maintains, are accomplished by teams, while impressions that turn into perceptions are delivered by individuals.

He suggests the following methods to improve outcomes:

- Focus on team responsibility
- Map and study process
- Understand process variation
- Improve staff competencies
- Stress what people should be doing
- Seek measurable results
- "Zero Deficits" thinking
- Eliminate carelessness

And to improve perceptions:

- Focus on personal responsibility
- Act on information
- Understand patient perceptions
- Improve staff behaviors and attitudes
- Stress what should be said
- Seek to impact impressions
- "Best possible" thinking
- Eliminate avoidance

We always start with a no cost consultation. To find out about how the Aspire Advantage can help you, [lets talk](#).

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## ***Food For Thought***

### **The Buying/Selling Process Part 5**

We have briefly reviewed the buying/selling process, and discussed in some detail the steps leading up to fourth steps in both the buying and selling processes.

As a review:

The five constants in the buying process that a potential customer must accept are:

1. You
2. Your company
3. Your product or service
4. Your price
5. The time and timing

The six steps to a successful selling process are:

1. The introduction
2. Gaining favorable attention
3. Discovering wants and needs
4. Presenting benefits and consequences
5. Gaining commitment
6. Follow up

In the fourth step of the buying process, your customer must buy your price, or the value of your product or service. The value is not in the features, or even the product or service itself, but rather in the benefits and outcomes that those products and services will provide to them.

Similarly in the fourth step to the selling process, your efforts should be focused on building a case for action and presenting the benefits and consequences of working with you and your company to them and their company. To effectively do this, you must have competently progressed through the first three steps and

By clarifying expectations of what is done, how it is done, and how it is delivered, your results will improve.

[More Info on Strategic Thinking and Business Planning](#)

### **In their own words...**

"If we would have new knowledge, we must get us a whole world of new questions." ~ Susanne Langer

"Never mind what others do; do better than yourself, beat your own record from day to day, and you are a success." ~ I. Boeteker

"Try to be the person your dog thinks you are." ~ unknown

understand their perspective of where they are now, why they are not where they want to be, and how you, your company and products or services can get them there.

Remember that the buying and selling process is iterative; you go forward and then back to revise. This way you and your prospect move forward together to create a win-win situation.

[More Info on Sales Development](#)

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