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Aspire: Alphabetically Speaking

(V)

Values according to dictionary.com; are the beliefs, ethics, ideals, character and conscience that are held by a person, group or organization.

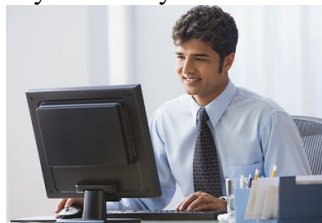
Values are the foundation for all decision making. Well defined and clarified values guide and influence decisions and actions throughout organizations as well as for individuals on a daily basis.

Tip of the Month

10 Email Habits to Improve Productivity

Improving your email habits can drastically increase your productivity. Like any new approach, these take focus and practice. But after awhile, they will become habits that support you.

1. Check email only at scheduled times for a specified amount of time. Unplug until the next scheduled time.
2. Unsubscribe relentlessly. Make sure you receive only the things you really want to and will read.
3. Work with your colleagues to reduce the amount of routed



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

email (i.e., cc'd) to only that which is essential.

4. "Slash and burn" on your first pass through your inbox. Use the second pass for replies and other follow-up actions.
5. Empty your inbox every day and keep it that way. Delete most and file the rest.
6. Include all of your contact information in your signature-phone, fax, website-so that others don't have to hunt for this information.
7. One topic, one subject. Change the subject line when conversation turns to another topic, and break up multiple topics into separate emails for easy filing and recall.
8. Count to five before clicking "Send."
9. Make sure your email is clear and represents what you really want to say to avoid a lot of back-and-forth later.
10. Include in your replies the original context of the email so you (and others) don't have to hunt for it later.

Resist the temptation to check your email more than your scheduled times! It's a simple step but has a profound effect on productivity. Like any new habit, keep at it until it becomes your "new normal".

[More Info on Time Strategies](#)

Gaining Sales Through Centers of Influence

Centers of influence are individuals who have influence in the community or in a specific industry and want to help you make referral connections. They ask for nothing in return. An effective center of influence should have influence in your targeted market. Centers of influence could be a satisfied customer, a community or business leader, a former business associate, or someone who really understands what you do and believes in you! Because an established connection or relationship between the center of influence and the referred client already exists, referrals from centers of influence are often strong. The existing relationship is based on trust and past success. You can build on that trust with the potential client, and must always build on your trust with the center of influence.

There are many ways to cultivate a center of influence. Here are three ideas we have found to be effective.

- Clearly communicate the details. Help your center of influence clearly understand what you and your company do and the value you can bring to a client. Be specific in how they can assist you-who you want to meet and why. They are putting their reputation on the line so be clear and specific.
- Always show your appreciation. Saying thank you and showing appreciation goes a long way toward additional opportunities coming your way. A hand written thank you note, giving a small gift such as a topic specific book, or buying your center of influence a meal are but a few of the

you and your company.

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Food For Thought

Happiness Is An Attitude

The 92-year-old, petite, well-poised and proud lady is fully dressed each morning by eight o'clock with her hair fashionably coifed and makeup perfectly applied, even though she is legally blind. She moved to a nursing home today. Her husband of 70 years recently passed away, making the move necessary. After many hours of waiting patiently in the lobby of the nursing home, she smiled sweetly when told her room was ready. As she maneuvered her walker to the elevator, I provided a visual description of her tiny room, including the eyelet curtains that had been hung on her window. "I love it," she stated with the enthusiasm of an eight-year-old having just been presented with a new puppy. "Mrs. Jones, you haven't seen the room... just wait." "That doesn't have anything to do with it," she replied.

"Happiness is something you decide on ahead of time.

Whether I like my room or not doesn't depend on how the furniture is arranged; it's how I arrange my mind. I already decided to love it. It's a decision I make every morning when I wake up. I have a choice; I can spend the day in bed recounting the difficulty I have with the parts of my body that no longer work, or get out

simple ways you can show your appreciation. Everyone likes their efforts recognized and appreciated.

- Always provide feedback. Your center of influence is not just interested in providing you with referrals. He/she will be interested in the outcome of the referred connection for two reasons. First, the center of influence will be interested to know if the connection provided value for both parties and whether were they positive and productive interactions. Second, a good center of influence will be interested in the outcome so they can measure whether they understand enough about what you and your company does to make sure they are making the right referrals. Everyone wants to provide value, and your center of influence is no different.

Building and managing your sales funnel, no matter what industry, is an ongoing process. Whatever other marketing techniques you are currently implementing, consider developing relationships with the right center of influence. This one relationship can be a powerful and productive source of business.

[More Info on Sales Development](#)

In their own words...

"Imagination is everything! It is the preview of life's coming attractions." Albert Einstein

"Luck is when opportunity meets preparation." Unknown

"The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor." Vince Lombardi

of bed and be thankful for the ones that do. Each day is a gift, and as long as my eyes open I'll focus on the new day and all the happy memories I've stored away just for this time in my life."

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