



## “SELL WITH CONFIDENCE... UNLOCK YOUR POTENTIAL”

Presented by  
**Paul Vitale**  
President  
**Vital Communications**

By following his dream of helping others find their niche in life, the special March meeting guest speaker, Paul Vitale, President and Owner of Vital Communications, has become one of America's most sought-out professional speakers and trainers. Since founding Vital Communications, Inc. in 1996, Paul has authored three books, developed several curriculums based on his principles and proven concepts and has delivered his message of affirmation to hundreds of thousands of people around the globe. His stress on the importance of a positive attitude, a strong work ethic and other vital concepts, coupled with his energetic and enjoyable presentation style have made him one of America's most popular keynote speakers at hundreds of universities, meetings, conventions, seminars, and training conferences.

If you knock once and there is no answer, then knock again. Very few ideas define the spirit of salesmanship better than this one simple concept. During his keynote presentation, *Sell With Confidence—Unlock Your Potential*, Paul Vitale will empower the audience by providing strong fundamentals that refine techniques and increase productivity, such as committing to reach your full potential, structuring the day to work in your favor and developing sound mentors. During these uncertain economic times, the need for a proactive business stance is the strongest it's been in recent history. The essentials of salesmanship offered during this spirited presentation will help you build quality business relationships and move from marginal to memorable.

Clients he has had the pleasure of serving include ESPN Outdoors, the United States Postal Service, Southwest Airlines, the U.S. Chamber of Commerce, the Washington Redskins, Landstar Global Logistics, the Georgia Department of Education, Tyson Foods, the Antiques Roadshow, the University of Kentucky and Dole-Hong Kong.

As former director of the Convention and Visitors Bureau in Hot Springs, Arkansas, Paul was head of the successful sales team responsible for bringing visitors, meetings, conventions and trade shows to the city's 340,000 square foot convention facility. He was responsible for managing the CVB's \$1.4 million advertising and marketing campaign that helped attract over three million visitors annually. Prior to this, Paul worked for the largest advertising and marketing firm in the State of Arkansas, Cranford Johnson Robinson Woods. His team was responsible for all of Arkansas' tourism promotion.

Paul has written the best seller *Are You Puzzled by the Puzzle of Life?*; *Pass It On*, a collection of 365 inspirational quotes; and his latest book *Sell With Confidence*. He has also recorded the audio CD *Live Life Like You Mean It*. Regularly, Paul is a guest on television talk shows sharing his ideas and concepts. His expertise, energy and ability to encourage people to exceed their potential have been described by his audiences as extraordinary.

In his spare time, Paul enjoys volunteering with Big Brothers/Big Sisters, Arkansas Children's Hospital and the Cystic Fibrosis Foundation. He is a graduate of the Leadership Greater Little Rock Program and was named one of the "40 under 40" by *Arkansas Business*. Paul currently serves on the Board of Directors of the Arkansas Travel Council.

A native of Russellville, Arkansas, Paul graduated from the University of Central Arkansas in 1995 with a degree in mass communications & journalism.

Mark your calendars and make plans to attend on March 9th for this very special meeting that will include the presentation of the 57th DSMA™ awards. Bring a guest or two to hear Paul Vitale's outstanding presentation. This is one program you do not want to miss!!

**Dinner Meeting  
March 9, 2010  
The Little Rock Club**

**5:30—6:30  
Networking /  
Social Hour**  
*(Fun Interactive  
Activity Planned)*

**6:30—8:00  
Dinner and Program**

*Door prizes will  
be given away!*

**Bring a Friend or Associate to the March meeting and introduce them to SMEI Arkansas!  
Reservations must be made no later than Friday, March 5th by calling 425-7781.**

**2009-2010**

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Wyndham Riverfront

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**Jeanie Reed**  
Executive Director

Dear SMEI-Arkansas Members:

I hope each of you have had a great February!

I hate that Mother Nature interfered with our meeting in February. I am so ready for spring to be here!

DSMA™ – Distinguished Sales and Marketing Awards™ is coming up this month at our regular monthly dinner meeting at the Little Rock Club March 9<sup>th</sup>. Not only will we honor the DSMA recipients, we will also have a very special guest speaker. Paul Vitale of Vital Communications who believes “Passion, resilience and the willingness to learn are common denominators that equal achievement” will speak on “Sell with Confidence...Unlock Your Potential”. This will be an outstanding program to bring you sales and marketing team to hear. We hope to have a full house. We will also recognize the SMEI-AR “Member of the Year”.

I hope that you will support the organization and make a commitment to attend and honor the award recipients. Please remember **what you get out of any organization equals exactly what you put into it.**

Back in the fall of 2009, I talked about the word “visibility” and how as the only organization dedicated to the sales and marketing profession we needed to try and help make SMEI Arkansas more visible in Little Rock and the entire state so we can grow our organization. Please remember to let Jeanie know if you have important business announcements, promotions, awards, accomplishments in other groups and organizations, etc... One thing I do is that I added a line in my email signature about SMEI. I would recommend that you all list yourselves as members of the SMEI Arkansas Chapter.

I welcome any ideas or suggestions you might have as ways to help promote SMEI to potential new members.

Happy Spring!

Happy Selling!



Jeananne Hawking  
President, SMEI-Arkansas



# CALENDAR OF EVENTS

**February 24, 2010**  
Networking Lunch  
12:00—1:00 p.m.  
Wyndham Riverfront  
Lunch is on your own.

**March 9, 2010**  
Dinner Meeting  
5:30—8:00 p.m.  
The Little Rock Club  
Presentation of Distinguished Sales  
and Marketing Awards  
Speaker: Paul Vitale, Professional  
Speaker - Vital Communications  
Topic: "Sell with Confidence—  
Unlock Your Potential"

**April 13, 2010**  
Dinner Meeting  
5:30—8:00 p.m.  
The Little Rock Club  
Speaker: Ernie Passailaigue,  
Executive Director—Arkansas  
Scholarship Lottery  
Topic: "The Arkansas Scholarship  
Lottery: Marketing Our Newest  
Commodity to Benefit Students"

**May 6, 2010**  
SMEI-AR "Happy Hour"  
5:00—7:00 p.m.  
Hosted by  
Cross, Gunter, Witherspoon &  
Galchus, PC  
500 President Clinton Avenue,  
Ste. 200  
Join us for beer, wine and  
appetizers. No fee or reservations  
required. Just show up and bring a  
friend or two!

**May 11, 2010**  
Dinner Meeting  
5:30—8:00 p.m.  
The Little Rock Club  
Speaker: Matt Mosler, Co-Host  
KARK 4 Today—Motivational  
Speaker  
Topic: TBA

**June 8, 2010**  
Dinner Meeting  
5:30—8:00 p.m.  
The Little Rock Club  
Speaker: Maria Haley, Executive  
Director—Arkansas Economic  
Development Commission  
Topic: TBA

**July 13, 2010**  
Dinner Meeting  
5:30—8:00 p.m.  
The Little Rock Club  
Speaker: "Table Topics" - An  
interactive meeting with 8 Minute  
Topics per Table

**August 10, 2010**  
Lunch Meeting  
5:30—8:00 p.m.  
The Little Rock Club  
Speaker: TBA  
Topic: TBA

**September 14, 2010**  
43rd Top Manager of the Year  
Roast and Toast  
6:30—9:00 p.m.  
Location: TBA  
Recipient: TBA

**October 12, 2010**  
Dinner Meeting  
5:30—8:00 p.m.  
The Little Rock Club  
Speaker: Bob Birch, Regional  
President, Centennial Bank  
Topic: TBA

**November 9, 2010**  
Dinner Meeting  
5:30—8:00 p.m.  
The Little Rock Club  
Speaker: Ben Combs, President and  
CEO—Combs and Company  
Topic: "The Boldness of the Brand"

**December 14, 2010**  
Annual Christmas Party and Silent  
Auction  
6:30 p.m.—9:00 p.m.  
The Little Rock Club  
Entertainment: TBA  
"White Elephant Gift Exchange"

*Our plans are to provide quality programs for our membership. If you have a specific topic or speaker you would like to see at one of our meetings, please contact Jeanie Reed at 834-0511 or 425-7781 or email [arkansas@smei.org](mailto:arkansas@smei.org).*

## April Copy Deadline is March 15, 2010

The SMEI Arkansas-Trends is published monthly by the Sales & Marketing Executives International Arkansas.

ARTICLES FOR PUBLICATION and ADVERTISING INQUIRIES should be directed to Jeanie Reed, Executive Director, SMEI-AR, P.O. Box 6917, Sherwood, AR 72120, phone 501-425-7781 or email [arkansas@smei.org](mailto:arkansas@smei.org).

SMEI Arkansas is an affiliate of SME-International.

## CERTIFIED MARKETING & SALES PROFESSIONALS

For more information about becoming a Certified Marketing or Sales Professional, visit the "Certification" page on the SMEI website at [www.smei.org](http://www.smei.org).

**GET CERTIFIED AND GET AHEAD!**

**Achievement seems to be connected with action. Successful men and women keep moving. They make mistakes, but they don't quit.**

*Conrad Hilton*

## HAVE YOU CHECKED OUT SMEI-AR'S NEW WEBSITE!



Just a reminder that SMEI-AR has launched a new website at [www.smeiarkansas.org](http://www.smeiarkansas.org). Be sure and add it to your Favorites!!

Each of you should have received your login via email. If you have not, please contact [admin@smei.org](mailto:admin@smei.org) and they will be happy to assist you.

If you have forgotten or don't know your password, please click on the "Forgot Password" link right below the log in fields. You will need to use your Login Name to reset your password. The SMEI staff does not have access to your password.

Don't hesitate to contact the SMEI International office at 800-999-1414 ext 202 if you require further assistance with the new website.

**Please note new email address: [Arkansas@smei.org](mailto:Arkansas@smei.org)**



## March Birthdays

Donna Bemis ..... 3/11  
Mark Funk ..... 3/26

# Fine in the Past...Are You Hindered by Formerly Effective Sales and Marketing Policies

By Dave Kahle

I call it FIP. *Fine in the Past*. It refers to all the sales and marketing efforts, ideas, policies, principles, techniques, and strategies that worked well in the past, but are no longer effective. The past is everything that's pre-2005.

I still recall a poignant moment with an attendee at one of my seminars. During the break he came up to me and said this:

"I've been in business for seventeen years. And we've done well. But now, it seems like everything is changing, and I don't know what to do."

He went on to explain that he had built his formerly thriving tool and die business on certain core principles: Quality workmanship, competitive prices, and good service.

Those principles, adhered to with discipline and conviction, had brought him word-of-mouth business consistently over the years. But they were no longer working, and his business was floundering. The pain and confusion were written all over his face as he contemplated the prospect of seeing his business wither away.

Those principles are some of the most common examples of FIP: Business principles and policies that were sufficient on which to build a business, but today are not. At one time, you could distinguish your business from others on the basis of these and other FIP principles. Now, however, the bar has risen. Because there is so much churn in our marketplace and the competition is so fierce, the kinds of service and quality that were sufficient to distinguish yourself from your competition are no longer sufficient. Your customers expect previously outstanding levels of service and quality from every supplier. What was sufficient a few years ago is still necessary today, but no longer sufficient.

That reliance on quality service and word-of-mouth marketing is a FIP principle. When viewed from the perspective of effective sales and marketing approaches, these principles are passive. They rely on your customer's coming to you, recognizing the superiority of your product or service, and then talking about you to others. Your job is to create an attractive operation that will pull customers to you and then keep them coming back.

When everyone else operated in similar fashion, that was FIP. But when more and more competitors appear, and they make the same claims as you do, your reliance on passive marketing methods relegates you to second choice.

Probably one of the greatest marketing myths of all time is encapsulated in the expression, "Build a better mousetrap and the world will beat a path to your door."

Nothing could be further from the truth.

Once you build a better mousetrap, you then have to publicize it, price it correctly, and develop a sales system to take it to market in an effective and efficient way. And if you don't do that, your mousetrap will linger in the limbo of obscurity.

I've seen literally hundreds of businesses of all sizes who never reached their potential because of an inability to do sales well. They were perfectly capable of rendering outstanding service at competitive prices but struggled to survive. These FIP principles were so deeply ingrained in their mindsets that they never learned to do sales as well as they

could, and their businesses never reached the level of prosperity and success that they could. The economic landscape is littered with the remains of businesses who were excellent in providing their product or service, but mediocre in selling it.

Here are some other FIP principles, followed by the more effective modern approach.

## **FIP # 1: *Creating sales by relying totally on outside salespeople.***

It was OK to hire a number of salespeople, give them some basic training, and then charge them with "Go forth and sell a lot." Sales territories were geographically based and each salesperson was a clone of the other. Accountability was a nasty word that no one repeated.

## **MEMA: (*More Effective Modern Approach*)**

Customers are first profiled to collect relevant marketing information. Then, they are analyzed and segmented, not only by their potential, but by the dynamics of the most effective sales approaches. The arsenal of sales methodologies now includes a variety of weapons: Web site marketing, e-commerce, trade show marketing, out-bound telemarketing, and data-base marketing to name a few. The appropriate sales methodology is selected based on the potential and dynamics of the customer. Customer contacts are tracked on a CRM system. The salesperson becomes one of many methods of acquiring and nurturing customers.

## **FIP # 2: *Sales management by pay plan.***

In other words, pay them straight commission and everything will take care of itself.

## **MEMA:**

The sales commission plan, while incredibly important, is not the only, nor the primary method of sales management. Those who supervise sales people, whether they be branch managers, principles or sales managers, understand that the processes and methods they use to focus, motivate and hold salespeople accountable are a necessary and strategically important part of how effectively sales is done. MEMA companies have a formal process of hiring a sales person, training and developing that salesperson, helping that person focus his/her energies effectively, and holding them accountable for the wise investment of their selling time.

## **FIP # 3: *Reliance on "on-the-job" training.***

Everyone can learn how to be an effective salesperson. Just put them out there in a sales territory, and sooner or later they will figure out how to do the job well.

## **MEMA:**

Sales is a profession and, like every profession, requires both a minimum standard of knowledge and behavior in order to be allowed to practice, as well as commitment to continuous improvement in order to prosper.

Would you send your children to a teacher who had never passed the minimum standards? Would you fly on an airplane with a pilot who had never been certified? Would you go to a counselor who had never been trained in the basics of the job? Would you use an accountant who had never studied?

(continued on page 5)



Members and Guests are invited to:

# Happy Hour



**When:** Thursday, May 6, 2010 from 5:00 - 7:00 p.m.

**Where:** River Market offices of Cross, Gunter, Witherspoon & Galchus, P.C.  
500 President Clinton Avenue, Suite 200

*Join us for beer, wine and appetizers. No fee or reservations required. Just show up!*

## Mark Your Calendars for the Next SMEI-AR Opportunity/Networking Lunch

**Wednesday  
February 24, 2010  
11:45 a.m. – 1:00 p.m.  
Wyndham Riverfront**

Join us for a casual lunch of networking and idea-sharing!  
It's an *opportunity* to get to know fellow SMEI-AR members...

to learn about what they do and how they do it...

and to discover new ways to achieve success personally and professionally.

Take advantage of this fun and interesting opportunity to introduce a friend or associate to SMEI-AR as well!

Let Mary Jane Sawyer know you are coming so she can save you a seat! Email [maryjsawyer@gmail.com](mailto:maryjsawyer@gmail.com) or call 319-3436.

***There is a delicious lunch buffet available at the Wyndham where you can get your lunch or you can brown bag. We will meet and network in a private room.***

## FINE IN THE PAST... *(continued from page 4)*

Sales is an equally demanding profession. MEMA companies understand this, and develop a curriculum and a set of minimum standards for every salesperson. Once the salesperson has met the minimum expectations for knowledge and behavior, he/she is expected to continually develop and improve for the rest of their career.

### **FIP # 4: Hiring by "feel."**

When it comes time to hire a new salesperson, find someone who has some experience in the industry and about whom you "feel" good.

### **MEMA:**

Create a specific hiring process with a profile of the most effective salesperson as a model to which to compare all sales candidates. Use several interviews, formal assessment documents, reference checks and a well-designed pre-hire aptitude assessment to come to a well-informed decision about who to hire. MEMA companies understand that hiring by "feel" is often a rationalization for a lack of effort, and that the decision about who to hire can be the single most important decision most sales managers will make.

The list of FIP positions can go on for quite a while. These are the most common. If they apply to you, it is time to rethink your position and move your sales and marketing efforts into the 21<sup>st</sup> Century.

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*About the author: Dave Kahle offers a variety of resources that can help your business stay competitive in changing times. To learn you can reach Dave by phone at 800-331-1287 or visit [www.davekahle.com](http://www.davekahle.com).*



**GREETINGS  
FROM  
SMEI  
INTERNATIONAL  
“WAYNE’S  
WORLD”**

Wayne Richie  
SMEI International Board Member

**YOU WON’T KNOW UNTIL YOU ASK**

A store manager was coming out of his office, when he overheard one of his new sales clerks speaking with a customer.

“We haven’t had any for quite sometime,” the clerk told the customer, “In fact, I don’t think we’re expecting any for the rest of this month, or the next.”

The customer thanked the sales clerk for his time and as he was leaving the store, the manager stormed out of the backroom and said: “Try us again next week. We’ll have everything you’re looking for and more.”

The clerk’s cheeks reddened.

“Are you crazy?” the manager shouted at him. “Never tell a customer that we’re out of anything and can’t get it! Even if it’s something we no longer carry, it’s your job to give the customer a reason to keep coming back.

“Now, what was he inquiring about? Maybe we can do a special order from the manufacturer.

“Really?” the salesman replied. “Can we order rain?”

Source: Adapted from *Good Clean Jokes - Bits and Pieces, Feb, 2010*



**Monthly Meeting  
Member Spotlight/  
Sponsorships  
Now Being Accepted  
for the  
2010 Year**

SMEI-AR offers Member Spotlight/Sponsorship opportunities for its regular monthly meetings. For \$100 you can sponsor a monthly meeting which gives you the following benefits:

1. Announcement of sponsorship in monthly newsletter which goes on the website
2. Recognition on easel boards displayed at the meeting
3. Three minutes to promote your company at the sponsored meeting
4. Opportunity to put promotional materials at each seat
5. Full page color ad in the monthly newsletter which also goes on the SMEI-AR website

This is a great inexpensive way to promote your business to our members and their guests. To be a sponsor choose one of the following months and contact Jeanie Reed at 501-425-7781 or email [arkansas@smei.org](mailto:arkansas@smei.org).

- March 9th—DSMA™ Meeting**
- April 13th**
- May 11th**
- June 8th**
- July 13th**
- August 10th**
- September 14th—Top Management Night**
- October 12th**
- November 9th**
- December 14th—Christmas Party**

*Wayne "Oz" Richie*

