



JAM Team – left to right
George Amidon, Kaleen Barbera, Jim Morel and
Greg Heffington

JAM Sessions

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Our newest program:

COMPASS—Navigating Better Finishes

Learn how to:

- Maximize the “Yes”
- Minimize the “No”
- Eliminate the “Maybe”

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Coaching the Sale by Jim Morel

Clients refuse to be "taken" in by any of the old traditional sales techniques. They have been in too many situations where sales professionals have distorted the techniques in an artificial and disingenuous way.

This prompted us to explore the transformation of the consultative model to help achieve its original and noble goals. This is why we have spent the time to transform consultative selling by uniting it with the coaching

model. In our view, coaching skills turn consultative selling into a consistent dialogue. Coaching techniques integrated with the foundation of consultative selling is a package that clients will accept and benefit from. In the process, the sales professional never deviates from the dialogue. In other words, it stays a conversation that helps the client feel heard and understood. The client works with you to form a collaborative close and helping to co-create the sale.

Thus, in the coaching model, the emphasis is on guiding the client to the right buying decision.

If you would like to explore this further, contact us at www.jamconsultinggroup.com.



The “Coach”
James A Morel
President

Back to Basics by Kaleen Barbera

So an end of one year marks the beginning of another, and for this we have the opportunity to make some changes. It’s a time to evaluate what works, what doesn’t, where we want to be and how to get there. The best place to start in a self-evaluation is to look more closely at the basics. Many sports fanatics know that the real pros work on the basics all time. A golfer knows that any hitch in his or her

swing can mean all the difference, and to reduce the margin of error, the basic mechanics have to be perfect. When taken for granted, the whole golf game is compromised. Why then, in our professional lives, do we tend to get so far away from the very elementary tactics that we need to continue our success? (continued on page 3)



From the Field

Gratitude by Greg “Heff” Heffington



Greg “Heff” Heffington RCC
Managing Partner

Gratitude is something that should be expressed often and without a significant amount of pre-thought with a simple “Thank You”.

I am writing this just as the 2014 Holiday Season is beginning. It is a time for reflection and planning as we end 2014 and begin the planning process for 2015. My reflection leads me to a place that I often think about. Of course what is planned now will be in the process of being implemented by the time this newsletter is being read. This might sound a little preachy and I don't want that to be the case. I am compelled to write this because of the blessings I have most recently experienced.

2014 was a watershed year for me personally. I have successfully transitioned from being employed for the last 30 years to being “gainfully unemployed” as one of my great friends, Rod Lueck, describes my situation. Many of you reading this are the reason it has been successful. I appreciate it every day and hopefully demonstrate that to each of you when we interact.

I am very thankful for the relationships I have both personally and professionally which have helped me get to the place I was sure I would get to but had no idea how quickly it would happen. It is easy at this time of year to focus on the things I am thankful for and yet, I often think about it on some continuum. In fact, it is a constant element of how I live and this is a bit of challenge to you. I would like you to think about counting your blessings more than once a year but to also express it more often as well.

Gratitude is something that should be expressed often and without a significant amount of pre-thought with a simple “Thank You”. It can be demonstrated even if it is not directly expressed. I like to think of it as living with a “grateful spirit”. If you live with a grateful spirit, the people you come into contact with will quickly identify it even if they cannot

identify what it is. It results in people feeling respected, valued and meaningful. As business person, I know you are grateful for the clients you have, the support you get from the individuals you have to rely on for your success, and the family you have. I believe living with a Grateful Spirit will enhance the success you enjoy and will reflect even greater success for everyone you interact with both personally and professionally.

A client of ours gave me a book at the beginning of the year as part of the work we were doing with his firm. It is titled simply “Gratitude”. It is a series of quotes compiled by Dan Zadra (ISBN: 978-1-932319-16-3). In it you find any number of quotes that capture the idea of what gratitude might look like to you personally.

We at JAM Consulting Group often talk about approaching your business, communications, and engagement with the right “intentions”. There is a quote from Max Lucado that I think captures the idea of intentions quite well: “The people who make a difference are not the ones with credentials, but the ones with concern”.

My hope is that in your interactions with the JAM team, you will find that we have both the concern and the credentials to help you succeed. Additionally, my hope is that you too will demonstrate a level of concern that clearly demonstrates your expertise and gratitude for those you are responsible for helping. Thank you!

Honing our skills in the areas of territory management, client development, and sales skills, etc. are all important. But what about basic etiquette? Given the constant changes in our culture, it's easy to forget or take for granted how important our manners are, especially in the business world. Much of our JAM training programs integrate etiquette, and it generates many questions. As we've shared with our clients, over 60% of people will NOT consider a person's ideas/products/services when they've been treated with one or more incivility. Unfortunately, incivility (bad manners) runs rampant around us. In the new year, keep in mind how important etiquette is. To give you a head start, here are some of the most basic elements related to 3 popular topics that affect each of us:

Cell Phone etiquette: All the traveling I do leaves me dumbfounded at the growing number of insensitivities I witness in public when it comes to cell phone usage. We live on our cell phones. Most of us wouldn't know what to do without them. However, our phones are not just fantastic tools that benefit us, but can benefit others as well. How? By thinking about where we are and who is around us we can be sure we are keeping our phone manners in check. 1) Don't talk on your cell phone in a public place or in close quarters like on an airplane, unless it's either an emergency or done in a tone that is close to a whisper. I and about 20 other passengers

were privy to a woman's incessant calls to her husband while sitting on a plane in Chicago while she reviewed dinner options. These situations cause discomfort for everyone, so keep your business to yourself. 2) If you must talk on the phone, go to an area that provides some privacy or has enough noise to offset your voice. 3) If you are in the middle of a text-a-thon, still think of those around you. Crossing the street, ordering in a restaurant, walking through halls in a place of business, and eating lunch with others are a few examples of things that should all be done text-free. 4) Most importantly, don't have your phone on or in sight when you are with a client.

Email etiquette: There are an incredible number of do's and don'ts to cover in email and it is quickly becoming an area of focus in our one-on-one consultations. Here are a couple of quick tips at managing email: 1) have a professional and personalized salutation. 'Hey', 'Howdy', 'Hi there', or no salutation at all is not the way to start an email. A proper salutation can completely set the tone for an email. I see many professional 'stock' emails that do nothing to engage the recipient, primarily because the message fails to start off in a way that addresses the recipient as an actual human who has limited time and receives lots of other 'stock' emails. 2) Don't forget that your sign-off is also just as important. It should show



Kaleen Barbera CPC
Managing Partner

gratitude and include your name and title. 'Regards', 'Thank you', and 'Sincerely', are most appropriate in a professional email.

Participating in a meeting: This is probably one of the biggest opportunities to display good manners, but unfortunately our team hears constant complaints about the bad behavior of their colleagues during meetings. Some things to remember: don't interrupt, speak up when you share an idea, and keep in mind those being teleconferenced in. Additionally, don't use it as time to check your emails, catch up on breakfast/lunch (unless it's an actual part of the meeting), or write up your shopping list. Remember that if you are asked to join a meeting, your presence is important. If you aren't sure what is expected of you or what the purpose of the meeting is, find out in advance so you can participate accordingly.

There is an endless list of other topics that can be addressed as well. If you'd like more information on business etiquette or have a specific question, please contact Kaleen Barbera at kaleen@jamconsultinggroup.com.

Coach's Corner



George Amidon
Managing Partner

JAM Consulting - Helping You Succeed In Today's Ever-Changing Environments

Focus by George Amidon (from an article by Greg McKeown)

When two of the most successful people in the world, Bill Gates and Warren Buffet, were asked what one factor led to their success, both said, "FOCUS!"

When we speak of focus we usually mean having a single goal. It's a static thing, a thing you have. This kind of focus is clear and compelling: you pursue a single objective and don't get distracted along the way; you build momentum as many different people become aligned behind achieving this one goal.

Focus is not just something you *have* it is also something you *do*. This type of focus is not static; it is an intense, dynamic, ongoing, iterative process. It's the constant exploration needed to see

what is really going on and what the "focus" should be.

Imagine if the moment you woke up this morning your eyes focused one time and then never adjusted again. You would be out of focus all day. Our eyes produce clarity through a perpetual process of adjustment.

In our programs we talk about inattentive blindness, that if we become so focused on what we want to achieve with our clients that we can miss critical things our clients want or need. Our focus needs to be that perpetual process of adjustment and clarity of intent, not just one of those but both. Wishing you a successful 2015!



Big Brothers Big Sisters
of America

**Changing perspectives.
Changing lives.**

Giving back to help others is something we believe in at JAM Consulting. One of the organizations we support is Big Brothers Big Sisters of America. You can choose to make a difference in a Child's life. There are all kinds of statistics that show what a huge difference a Big Brother or Big Sister can make in a child's life. These are magical moments for children that help them develop confidence in themselves, in addition to caring for the world around them.

This is what you can do for a child in their program; it's so simple. It's just a matter of making yourself available on a consistent basis. It's a series of small, teachable moments, that in the end, instill a sense of wonder, warmth, and magic into a child's life. For more information visit www.bbbsa.org

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At JAM Consulting we specialize in helping select sales groups become more impactful in a highly competitive marketplace through personalized programs and coaching. We believe that every client is unique in who they are and the challenges they face.

Developing a personalized approach to address those challenges and elevate their performance is our focus. Our clients say what separates us from our competitors is our ability to listen, understand and adjust to their ever-changing business needs.