

# Transformations

April 2008

Volume 8 Issue 4

*Turning Potential into Sustainable Achievement for Growth & Profitability*

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## *The Top 10 Actions To Building A Stronger Sales Team*

- 1) **Clear communication.** Use the KISS (*Keep It Short and Simple*) method – it does not have to be complicated to out line exactly what is expected of them daily, weekly, monthly and quarterly.
- 2) **Motivate your current sales team with incentives,** rewards and, most importantly, acknowledgements of a job well done. In many of my interviews with dissatisfied sales professionals they lament the fact that their achievements are not noticed nor seem to matter.
- 3) **Praise in public,** criticize in private.
- 4) **Promote from within.** Nothing motivates current sales team members more than knowing they, too, can be promoted when they prove themselves worthy.
- 5) **Be accessible.** Having a manager actually listen and be available may make the difference to that sales rep as to whether they close or lose the sale.



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## *Alert Supervisors To Little Known 'Association-Bias' Law*

**B**y now, your supervisors know it's illegal to discriminate against someone because of his or her disability. But do they also know about a less-obvious part of the ADA that makes it illegal to discriminate against people because they have an association with a person who has a disability.

For example, you can't refuse to hire someone because of an unfounded fear that the person will be excessively absent or unproductive because they need to care for a disabled child. The ADA's association provision covers hiring, firing and other terms and conditions of employment. *Other examples of discriminatory actions:*

- ◆ Firing or refusing to hire someone based on concerns that the person will acquire a condition from a family member or friend
- ◆ Refusing to provide health insurance for an employee's family member with a disability when you generally provide health insurance for employee dependents
- ◆ Harassing someone based on the individual's association with a person with a disability
- ◆ Firing, refusing to hire or denying benefits to someone because of concern that the organization's image will be hurt by an employee's association with individuals with disabilities (*Example: Discriminating against an employee who provides volunteer services for AIDS patients.*)



**Note:** The EEOC has published a Q&A fact sheet that explains this ADA provision. Read a copy of it at [www.eeoc.gov/facts/association\\_ada.html](http://www.eeoc.gov/facts/association_ada.html)

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# ONE MINUTE IDEAS

## Spot That E-Mail Virus

In case your anti-virus program doesn't catch every E-Mail based Internet worm, try the following tip to be warned if you are infected: Add a fake E-Mail address in your address book and name it with an obvious name (like "virus alert") If you get infected, the message sent by the worm to that invalid E-Mail account will bounce back to you and you'll see the bounced message warning.

## Meeting Communications

When answering a question at a meeting, it is important to be specific. Be direct, short, and leave no room for interpretation.

Most of us tend to give a long explanation to set up the actual answer. By then most people have either forgotten the question or you have lost their interest.

If you are specific when answering you can add additional details if needed.



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- 6) **Assign mentors to new hires.** A seasoned sales rep can help the new hire avoid the rookie mistakes and accelerate his/her ramp-up time.
- 7) **Offer training consistently throughout the year** to your sales team. Always keep sharpening the saw.
- 8) **Have a book of the month** that all read and discuss. Hundreds of excellent books exist that relate to selling and business success.
- 9) **Build your bench.** If you see top talent from your competitors in the field, begin a relationship with them so you can contact them when you have an opening. It's not IF you will have an opening – it's when. People get promoted, move, quit or are fired.
- 10) **Continue your relationship with your external recruiter.** When all internal efforts are exhausted, or you need professional help hiring top talent, you'll have an ally ready to go to work for you.



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## Guidelines For Roth IRA Contributions

Taxpayers confused about whether they can contribute to a Roth IRA should consider guidelines based on the following categories:

- ✓ **Income Limits** – To contribute to a Roth IRA, you must have compensation (e.g., wages, salary, tips, professional fees, bonuses). These limits vary depending on your filing and marital statuses.
- ✓ **Age** – There is no age limitation for Roth IRA contributions.
- ✓ **Contribution Limits** – In general, if your only IRA is a Roth IRA, there is a maximum. The maximum contribution limit phases out depending on your modified adjusted gross income.
- ✓ **Spousal Roth IRA** – You can make contributions to a Roth IRA for your spouse provided you meet the income requirements.
- ✓ **Time** – Contributions to a Roth IRA can be made at any time during the year or by the due date of your return for that year (not including extensions).



Roth IRA contributions are not tax deductible and are not reported on your tax return. You do not include in your gross income, and therefore are not taxed on, any qualified distributions. Visit the IRS Web site at [www.irs.gov](http://www.irs.gov) for more information.

*Patience and perseverance have a magical effect before which  
difficulties disappear and obstacles vanish.*

– John Quincy Adams

