



Executives Guild, Ltd. *The Handshaker*

“Shake hands and come out Selling”

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April 26, 2006—Meeting Notice

artistic digital services

Please join us on Wednesday, April 26th at the Five Seasons for our monthly member meeting. This evening we will have a presentation by Brian Whyers from Artistic Digital about how to develop and design a website that makes a statement.

If someone visited your website today would what your company does or what services you have to offer be totally clear to them? Is it easy for them to contact you? Can they purchase your services on-line? Can they sign up to attend a class you are holding? If you answer “No” to any of these question then you could be missing opportu-

nities and possibly losing business.

People today are relying more and more on the web. They want to get as much information as they can, as quickly as they can, so that they can make the right choices when making a purchase. If your site is too complicated, too difficult to maneuver then you need to talk to Artistic Digital who can advise you and help you increase business and contacts from your website.

If you have questions before the meeting call Brian at: 847-425-9907.

Meeting Time & Location

April 26, 2006

6:00 pm Networking

7:00 pm Dinner & Program

Five Seasons

1300 Techny Road

Northbrook, IL

847-272-5585

Please RSVP

using the reply form on

page 4

Open Categories:

Let's concentrate on only two categories this month. (The two highlighted in red.)

Security System Sales and Repair

Residential Realtor

Commercial Real Estate

Landscape Contractor

Employment Agency

Luggage & Leather Goods

Optometrist

Podiatrist

Window Cleaner

Ladies Clothing

Heath & Fitness Club

Restaurant

Veterinarian

Cellular Phone Sales & Service

Accountant

Executives Guild, Ltd.

“If you would like to participate or make a presentation at a monthly meeting, contact Sherwin Weisman V.P. Programs. His phone number is 847-966-0060”

2006 General Meeting Calendar

January 25	Member Networking	
February 22	Closed—Members Only	Café Lucci, Glenview
March 22	Folio Press	Prime Minister
April 26	Artistic Digital	Five Seasons
May 24	Sheldon Seidman DDS	410 Club—Chicago
June 28	Garvey’s Office Products	TBD
July 26	Networking Picnic	Five Seasons
August 23	New Members—Golf Outing	Highland Park CC, Highland Park
September 27	Remred Bus. Prod.	
October 25	Extreme Networking II	Lakeview Banquets—The Glen
November 15	Bannockburn Travel	TBD

Information-of-the-month:

A new manager spends a week at his new office with the manager he is replacing. On the last day the departing manager tells him, *“I have left three numbered envelopes in the desk drawer. Open an envelope if you encounter a crisis you can’t solve.”*

Three months down the track there is a major drama, everything goes wrong - the usual stuff - and the manager feels very threatened by it all. He remembers the parting words of his predecessor and opens the first envelope. The message inside says *“Blame your predecessor!”*

He does this and gets off the hook. About half a year later, the company is experiencing a dip in sales, combined with serious product problems. The manager quickly opens the second envelope. The message read, *“Reorganize!”* This he does, and the company quickly rebounds.

Three months later, at his next crisis, he opens the third envelope. The message inside says *“Prepare three envelopes”.*

Folio Press Installs Latest in Short Run Digital Color Equipment

For those of you marketing your businesses and needing smaller quantities of full color pieces, including business cards, flyers, newsletters, brochures, Folio is happy to be able to accommodate those orders with their newest equipment update, a totally digital and connected color unit.

Ideal quantities for this machine are 1- 500 or less on flyers, brochures, newsletters, and 1M or 2M business cards. Postcard runs can be 1M or less as well. We can print both sides from your pdf file saved for print, can make booklets, and provide the usual finishing options such as folding, collating, numbering, etc. We can also handle mailing from your Excel file or Comma -D - Limited list.

Just as a reminder, Folio normally prints runs of 50M or less on their color presses and if you need quantities that are 1M and up, contact us for pricing and other information.

Folio would like to thank each of you for attending their Executive Guild Open House. We enjoyed seeing all of you. During that week you attended, we were in the process of preparing to print business cards for 501 employees for our client that had acquired a competitor. All in all it was a busy week for all of us.

Sales Secret #9—Money Motivated

submitted by Jody Williamson, Total Selling Solutions

Sales Superstars are money motivated. Money motivation comes in two forms. Desire for more or fearing a lack of it. Both forms have the same effect. It causes the sales superstar to seek higher levels and not regress. If they aren't growing, they're dying. Sales superstars won't allow themselves to fall backward. Once they achieve a particular income level, they won't fall below it. Some superstars know what more money will mean for them personally. This causes them to achieve greater levels. Some superstars grow because otherwise they will stagnate and be unable to maintain what they currently have. In either case, money motivation causes the sales superstars to achieve greater success and meet their monetary goals.

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Sales Superstars want to receive large commission checks. They maintain consistent activity because they want to achieve their monetary goals. They want to continually move forward. It is unacceptable for them to dip below a minimum level. That level is usually dictated by what they need to pay their bills. Money also represents success and competition. Sales superstars are the best and want to remain the best. Money becomes a method of keeping score because it is an external benchmark of their success. It shows that they are improving and lets them track their improvement. Poor salespeople frequently are comfortable with their lifestyle. They want to make a "living", not excel. It's easier for them not to have more money, than to do the tough things in selling. These people usually stagnate and never achieve their highest potential.

Sales Superstars know that there is more to money than money. They have aspirations of what they will do with the money. It will go into a retirement fund. They can buy a new car. They can save for a house. They can invest for their children's college. They can pay the mortgage this month. The list goes on and on. For the sales superstar, money represents the lifestyle they want and everything that goes with it. Sales superstars are money motivated because they know how much money they need to support their family and lifestyle. They also have their sights set on achieving higher income levels.

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“Research has shown over 80% of what we say to ourselves is negative self-talk. We are our own biggest critic.”



Message from the EGL President - Stuart Plusker

Dear Fellow Guild Members,

We are please to present the following applications for member. The applications are under review by the board who would like to hear from you with any comments, questions or concerns.

To voice your opinions please contact Alex Ziogas, V.P. Membership at 312-474-9400.

Community First Bank
Daniel B. Starzyk
7425 N. Western Ave
Chicago, Illinois
Sponsor: Jay Pine

Americna Chartered Bank
Michael T. Moran
932 W. Randolph St.
Chicago, Illinois
Sponsor: Mark Milstein

Stuart

Executives Guild, Ltd.

A Time for Technology

By David C. Scypinski, *Successful Meetings*

Need to get in touch with me? It's easy. First call my office. If I'm not there, my assistant can take a message, or you can use my voice mail. Of course, you could e-mail me. I'll pick it up when I connect my laptop to the Internet that evening or when I check my BlackBerry. Then again, if it's really urgent, you can page me or call my mobile phone - and you can leave voice mail on that, too.

So contact me. We'll figure out a time convenient for both of us to talk.

Never before have there been so many technology choices, at such affordable prices. Isn't it great to have all of these time-saving tools at our disposal?

I wonder. It seems to me that salespeople today spend more time in front of some sort of screen than they do in front of customers. The explosion of time-saving technology choices has created a time-management nightmare.

E-mail, for example, is my own personal demon. While it can be a wonderful tool for sharing information quickly, it is an extremely demanding taskmaster. If I don't respond to it more frequently than I'd like to, I get those red asterisk messages that tell me to clear out my inbox or face a hard-drive crash. Nevertheless, I offer the following suggestions in hopes that by raising awareness of the key issues, we may be able to help reduce each other's workloads.

Remember: Technology can't develop relationships. If there's one truth about selling, it is this: There is no substitute for human contact when it comes to developing the trust and personal relationships needed to create and maintain customer loyalty. In fact, since so many people rely on e-mail to stay in touch with custom-

ers, making the effort to visit in person has become an effective way to differentiate yourself.

Resist the gadgets, reduce the redundancies. Just because we can afford to buy certain technology tools doesn't mean we should. If you're considering adding another high-tech tool to your arsenal, ask yourself:

- How exactly will this help me?
- Will it replace a tool I'm already using effectively?
- Will it simplify my time-management strategy or make it more complex?
- Do I already have a workable system in place? Most of us don't need to keep our calendars on three or four different machines.
- Develop an e-mail strategy. As I mentioned earlier, e-mail is perhaps my biggest time-management challenge. We must all adopt certain practices that will make it a help instead of a hindrance. A few ideas:
 - Shorter is better. Period.
 - Reply only when a reply is needed. And don't reply to everyone on the distribution list unless it's absolutely necessary.
 - Forget the fancy graphics. Not all systems are created equal. Stick with the basic fonts to ensure that your message not only goes through, but can also be read.
 - Don't "super-size" your attachments. Long documents with complex graphics can clog up servers and can even cause a recipient's computer to crash.
 - Reduce your daily monitoring. It's important to stay on top of your e-mail, but some salespeople check e-mail too often during prime selling hours. My suggestion is to check at the beginning of the day, late morning and after business hours.

Don't use the e-mail excuse. E-mail should not be used as a sub-

stitute for picking up the phone to contact a client. Too many managers today hear their salespeople complaining about unresponsive clients by saying something like, "But I've sent them three e-mails and they haven't responded. I guess they're not interested." The more likely case is they aren't interested in doing business with someone who can't be bothered to pick up the phone.

Revisit the basic, time-tested time-management strategies. Is what you're working on right now your most important priority? As Steven Covey writes in *The Seven Habits of Highly Effective People*, a good way to prioritize is to "begin with the end in mind." Work on what's important. And to help you get more of those priorities accomplished, keep your work area and travel materials organized.

Create a flexible but consistent approach to each day's activities, reserving certain times of the day for administrative and technology-based work and other times for relevant and hands-on work with customers. Look for ways to minimize distractions. Learn to say no.

Keep a written to-do list - and keep it visible. I have not yet found a worthy replacement for the handwritten to-do list. Too many of the technology-based versions do nothing more than automate procrastination.

Practice self-discipline. Technology can fool us into thinking we're working when, in fact, all we're doing is reporting. Do first; report later.

Speak up. Policies and procedures within sales organizations can be reasons for salespeople to spend less time in front of clients. If you believe your organization requires too much "data entry" in its sales operations, suggest a different approach. Look for ways to make sure everyone is using technology as a way to strengthen, not frustrate, customer relationships.

"Will it simplify my time-management strategy or make it more complex?"

"There is no substitute for human contact when it comes to developing the trust and personal relationships needed to create and maintain customer loyalty"

Health Report

“Bed Rest and Medication” For Back Injury Turns Out to be Bad Advice”

When patients see their doctors with painful back *injuries*, very often *the advice* is “Rest in bed and take these muscle relaxant drugs.” As it turns out, both these treatments may actually be harmful in treating the conditions.

Chemical substances may provide temporary pain relief right after the injury, however, a 2003 study warned that since painkillers have a effect on the brain and not *muscles*, That no therapeutic effect is being administered to the injured area. As well, the tension of muscles *around the injured* area may actually help protect injured

disks, and if muscle relaxants artificially *relax the muscles*, *reinjury* may occur.

Given the hazardous side effects and *even addictive* nature of some painkillers, avoiding them when practical is always good advice.

In the case of “bed rest” advice, immobility can prolong recovery because only exercise can build back muscles, re-hydrate disks and restore spinal function. The only source of disk hydration is movement since there’s no blood supply to the disks therefore loss of movement means loss of healing fluids to the area. Of course, twisting and bending move-

ments should be avoided since they can aggravate injuries.

A 2000 study corroborated the ineffectiveness of bed rest by studying the results of 1,435 patients. No significant difference in pain intensity was found between bed rest and exercise. The authors even concluded the lack of exercise might even be slightly harmful in cases of low back pain.

Submitted by Dr. Ira Chislof



“The authors even concluded the lack of exercise might even be slightly harmful in cases of low back pain”

Planning a family...call Ira!



SQUARE ONE PRODUCTIONS, INC.
great events start here

Square One Productions News

Stuart Plusker is proud to announce that Square One Productions has gone national...well, regional anyway. We just produced our first successful event in Milwaukee, Wisconsin. It was a Jewish Orthodox wedding for a terrific family. Fifty guests of grooms side flew in from Israel for the occasion and what an occasion it was. We imported the orchestra, photographer, sweets, specialty lighting and linens from Chicago, but the catering, videographer, and floral design were provided by local vendors. Everything went off without a

hitch, and the happy couple is now celebrating in Italy & Israel.

It is my understanding that the old guard of Milwaukee event planners is on the way out and there is plenty of room for a new game in town. I'll look forward to working with our friendly neighbors to the North again soon, but meanwhile, if your Chicagoland family has an upcoming celebration that you would like to go as smoothly as the aforementioned one did, then give us a call. We're glad to help.

Birthday Wishes to...

Executives Guild wishes
these members a very
Happy Birthday!

April 28	Marko Ratic, N. S. Motor Works	markonsmw@sbcglobal.net
April 30	Susan Chesler, Sign for Success	signsuccess@fsi.net
April 30	Ken Dermer, Remred Bus. Promo	ken@remred.com

EGL congratulates
its member:
Jody Williamson

Jody Williamson of Total Selling Solutions was named 2006 recipient of the David H. Sandler Award during the Sandler Sales Institute Annual Conference, February, 2006. Yearly since 1997, the award has been given to the one franchisee in the Sandler North American network of over 200 franchisee that most embodies the

company's principles and extends the legacy of founder David Sandler. Additionally, Jody along with associates John Martin and Merit Gest earned Pinnacle Award Level, the highest performance-based award level bestowed by Sandler Systems.

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Meeting Reply Form

Fax to: 1-312-604-5014

Member Name:

Member Company:

Guest(s):

I will be bringing a prospective member to introduce to the Guild.

Prospect Name:

Prospect Company:

Address:

City/ST/Zip:

Phone Number:

eMail:

Category represented:

Food Choice: Mexican Buffet