



Executives Guild, Ltd. *The Handshaker*

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847-677-9844

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773-763-0400

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847-676-0046

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Laner Muchin
312-467-9800X133

Brad Miller

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773-508-4210

"Shake hands and come out Selling"

February 22, 2006—Meeting Notice

Wednesday, February 22nd is our annual closed, Members Only, meeting. This is the meeting where all members can let down their hair and put up their fists. Everyone has an opportunity to express their concerns, share new ideas or revive old ones on how to make this a more valuable organization.

Some things that will be covered at this meeting, which you should give some thought to and be prepared to discuss, will be:

Increasing Membership

Membership Categories

Yearly Programs

Format for Meetings

Newsletter-A Valuable Tool

The Networking Event

Respect and Courtesy

The categories listed below are categories that we have been using for many years, they may or may not be compatible industries that would generate good leads for your company. Think about some new categories and bring to this meeting some suggestions of types of industries/companies you would like to do business with. If you sell shoes maybe a good referring industry would be a anyone who provides foot care.

Also, bring a lead for a potential new EGL member. See some suggested categories below.

Meeting Time & Location

February 22, 2006

6:00 pm Networking

7:00 pm Dinner

Café Lucci

609 Milwaukee Avenue

Glenview, IL

847-729-2268

Please RSVP

using the reply form on

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Open Categories:

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

Security System Sales and Repair
Caterer

Commercial Real Estate

Landscape Contractor

Employment Agency

Temporary Agency

Sporting Goods Store

Re-Upholstery & Furniture Repair

Luggage & Leather Goods

Optometrist

Podiatrist

Art Supplies & Framing

Window Cleaner

Ladies Clothing

Heath & Fitness Club

Restaurant

Executives Guild, Ltd.

2006 General Meeting Calendar

"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"

January 25	Member Networking	
February 22	Closed—Members Only	Café Lucci, Glenview
March 22	Folio Press	TBD
April 26	Open	TBD
May 24	Sheldon Seidman DDS	Downtown Chicago—TBD
June 28	Member Networking	TBD
July 26	Open (Picnic)	Five Seasons
August 23	New Members—Golf Outing	Highland Park CC, Highland Park
September 27	Open	
October 25	Extreme Networking II	Lakeview Banquets—The Glen
November 15	Open	TBD
December 6	Holiday Dinner/Installation	TBD

Smile-of-the-month:

15 Phrases of Wisdom

1. If you're too open minded, your brains will fall out.
2. Age is a high price for maturity.
3. Artificial intelligence is no match for natural stupidity.
4. If you must choose between two evils, pick the one you have never tried before.
5. Bills travel through the post at twice the speed of checks.
6. A conscience is what hurts when all your other parts feel so good.
7. No husband has ever been shot while doing the dishes.
8. A balanced diet is a biscuit in each hand.
9. Opportunities always look bigger going than coming.
10. Junk is something you've kept for years and throw away three weeks before you need it.
11. Experience is a wonderful thing. It enables you to recognize a mistake when you make it again.
12. Someone who thinks logically provides a nice contrast to the real world.
13. Blessed are they who can laugh at themselves for they shall never cease to be amused.
14. Eat well, stay fit, die anyway
15. If you look like your passport picture, you probably need the trip.

Helpful Questions you should ask when Networking:

The following questions are things that you can ask someone at a networking function that will get them to open up to you and tell you about themselves:

1. What is your name? *Obviously a first question.*
2. What do you do? *Still nothing out of the ordinary.*
3. Do you travel much? What territory do you work in? *Any question about location.*
4. What do you like most about what you do? *Keeps the conversation positive and gives you more insight about the person and his/her company.*
5. What makes you or your company unique or different from your competition? *Let them brag.*
6. What are some of your accomplishments or things you are proud of? *Let them brag more.*
7. How would I know if someone I was talking to would be a good prospect for you? *This one question can make you more money than any other you can ask.*

These questions will help you really get to know the person and what he or she can do.

Sales Secret #4—Emotionally Detached

submitted by Jody Williamson, Total Selling Solutions

Sales superstars are emotionally detached from the sales call. Being emotionally detached allows the sales person to maintain control and take a consistent rational approach to selling. When a sales person becomes emotionally involved, they don't make good decisions. Losing the sale becomes a personal matter. It affects how they feel about themselves. This can cause the sales person to focus on them self and become desperate to make the sale. They will concede to unreasonable requests in hopes that it will appease a prospect into buying. Being emotionally detached allows a sales person to have control of the sales call and make reasonable decisions.

Emotional involvement confuses a sales call. If a sales person is emotionally involved, they are subconsciously selling themselves, not their product or service. Salespeople that think, analyze, create, strategize or otherwise talk to themselves when prospects catch them by surprise become emotionally involved instead of remaining in the moment. Emotional involvement becomes a distraction. When they are emotionally involved, their listening skills tend to be self-focused rather than prospect focused, causing them to miss important points and lose control of the meeting.

Being emotionally detached allows a sales person to make good decisions. If a prospect asks for something unreasonable the emotionally detached sales person will refuse. They have the capability of explaining their point of view in a rational way and compromise with a prospect. The emotionally involved sales person will agree to anything. They are robbed of the ability to say, "My prospect and I are not a good fit for one another." It is vital to them because it dictates their self worth. Sales superstars remain emotionally detached and control the sales call through rational expectations.



"Losing the sales becomes a personal matter. It affects how they feel about themselves"

Message from the President

Stuart Plusker

Dear Fellow Guild Members,

The upcoming February meeting is an important one. Its our annual closed (members only) meeting. This is an opportunity for us all to discuss Guild issues in an open forum. Id like for this to be a productive meeting, and the only way we can accomplish that is with your active participation. Please refer to Pat's Hot List of items to be covered, and spend some

time thinking about them. Or, perhaps there are things you are concerned about that do not appear on the list. That's fine, everything is fair game.

I have been on the board for a few years, so I know that there are issues. There is nothing worse, however, than when nobody pipes up and contributes- its counterproductive. Don't let something that

you've been stewing about be left unspoken. The only way the board can improve the Guild climate is with the feedback of the membership. This is your chance to be heard.

Come prepared.



Birthday Wishes to...

**Executives Guild wishes
these members a very
Happy Birthday!**

February 5	Les Kutchins	Rite Lock & Safe	lkutchins@aol.com
March 18	Bernie Dyme	Perspectives, Ltd.	bsd@perspectivesltd.com

Folio Press Arts Connection to the Grammys

Turtle Island Quartet, one of our printing clients, won a Grammy last night, Feb. 8, for the best new classical crossover record of the year. We were called immediately by their agent and shared their excitement.

Ed Asner, touring with the LA Theatre Works, another of our clients, and his repertory of Hector Elizandro, Stacy Keach, JoBeth Williams, Sharon Gless, are performing the "Monkey Trials", (the real script for the Scopes trial,) in

front of a live audience....They were recently picketed in York, PA by people dressed in gorilla suits. This has to do with the whole Intelligent Design controversy. LA Theatre Works tours nationally performing their play with props and sound effects in front of live audiences, much like the radio plays of days gone by.

Another client, Red Grammer, children's recording artist, was up for a Grammy but did not make it.

Other performers in our client list include Bonnie Rideout, Ethos Percussion, Le Trio Gershwin, Chicago City Limits, and Carlotta Santana.

Executives Guild, Ltd.

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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: Chicken Marsala Salmon w/fresh tomatoes & basil
 Vitello Asparagi (veal in white wine with sun-dried tomatoes)