



"Make your product easier to buy than your competition, or you will find your customers buying from them, not you."
- Mark Cuban

September Newsletter

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In This Issue:

- ▶ **Salary or Commission?**
- ▶ **Healthcare.gov**
- ▶ **Q & A With Successful Business Leaders**
- ▶ **Boosting Employee Morale During a Tough Economy**
- ▶ **Maximizing Your Employee Leasing/ PEO Services**

Salary or Commission?

Being in sales for almost 20 years now, I've seen and been part of a variety of pay structures from straight commission, salary plus commission and draws against commissions.

I often speak with business owners wrestling with the choices of what would work best for their business. I really liked this article and believe it may help you in deciding what options would help you create more sales:

<http://www.cleanlink.com/cp/article/>

Healthcare.gov- An Informational Website

Like it or not, healthcare reform is in effect and creating lots of questions. Healthcare.gov was set up for information about the law, timelines and options.

<http://www.healthcare.gov/law/introduction/index.html>

Q & A With Successful Business Owners

How do you grow in today's economy? What changes can you make to be more successful? Here are a few ideas from



Mike Burgelin, President

Enjoy Your Labor Day Weekend!

I'm truly thankful for your friendships, phone calls, emails and videos that make what I do enjoyable.

I hope you have a great, safe Labor Day weekend.

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EmployeeLeasingQuotes.com

successful business owners from around the country.

What are some positive changes you've made during these tough times compared to when things were better?

Dawn Karns, Oreck Floor Care Center (Houston, Texas): In order to keep our team and management team motivated during these tough times...we have introduced more sales contests and also reinforced friendly competition among stores!

Kelly Welton, JC Welton Construction (Vero Beach, Florida): There is not much positive change, except we have more time now to come up with cost saving ideas that will help in the future.

Jerry Guess, Atlas Entertainment Group (Memphis, Tennessee): We watch the pennies more closely! We scrutinize each and every purchase and get real time feedback as to the effectiveness of those expenditures.

Bill Harper, Nevada Glass and Mirror (Reno, Nevada): We've become more aware of where our customers are coming from and the type of customer we want to market to. Unfortunately, we advertised with a shotgun approach before- wasting money. Now, we've figured out which marketing techniques are bringing in customers.

How are you getting business in this economy- what's working for you?

Bill : More selective marketing and advertising. Better offers, specials and guarantees. We're paying attention to even the smallest details like the look of our proposals, literature and customer service.

Kelly : Most of our business comes from word of mouth from previous clients and architects that we have done business with in the past.

Dawn: We have not changed our advertising strategy much. We are still using the newspaper to advertise almost weekly in both our Houston and Dallas market. We also have required that store associates up their outbound calls each day to try to increase store traffic.

Jerry : Being in the bar & restaurant business has some unique challenges in today's economy for sure! Besides the normal advertising and marketing, there is one thing that really stands out as helping us to increase business: social networking. At our establishments we generally feature live entertainment and weekly specials. Social networking allows us to "get the word out" per se at virtually no cost! There is also another advantage to social networking, we

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If you were given \$10,000 today to use for your business, where would you use it?

Jerry : Advertise, advertise, advertise!

Kelly : I believe that \$10,000.00 would best benefit our company by marketing and advertising and possibly look into different ways of making money by adding additional services to what we do already.

Dawn : If we were given \$10,000 to use for our business today I would say we would use it to hire new associates and also to go towards sales contests so that our associates continue to stay motivated and eager to sell to each customer that comes in the door!

Bill : We could use some equipment upgrades, but probably more high-impact, professional marketing material and investing in a new website.



Boosting Employee Morale During a Tough Economy

Here is a short article giving you some little-to-no-cost ideas to help boost morale by giving employees what we all crave: communication, involvement and appreciation.

<http://www.hrproondemand.com/id110.html>

Maximizing Your Employee Leasing/ PEO services

With so many things to do each day, it can be easy to have your employee leasing services on “autopilot”—reporting hours, handing out paychecks and getting back to dealing with more pressing issues. But don't overlook the benefits your employee leasing provider has to help you in running in your business. Remember that while big companies are paying a pretty penny for on-site human resources professional, you're able to access the same highly qualified expert through your employee leasing provider as part of your services.

Hiring and firing practices, handling employee conflicts or creating an employee manual that includes policies, procedures and guidelines are just a few services that can tighten up your internal processes and alleviate a lot of headaches. Some of the other services that you may benefit from are:

- Development of the employee's job description
- Finding out the salary and hourly compensation rates in your industry and area
- Safety manuals, programs and training
- Assistance in complying with OSHA regulations
- Employee background checks and pre-hire drug testing (additional fees may apply)
- Installing a Hazard communication program
- How to improve employee loyalty

A recent study released by the federal government's Small Business Administration stated that the regulatory cost per employee for small businesses with less than 20 employees is \$7,647! This number is expected to grow with increasing governmental intrusion on the business community. Use these powerful services to your advantage and to prevent conflicts in the future.



**Keep More of Your Profits.
We'll Show You How.
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