

BE BETTER.
GROW FASTER!



JOIN THE SBRA

The Ultimate Small Business Community

JOIN
TODAY!



www.sbrassociation.com

 **Small Business
Resource Association**



THE SBRA COMMUNITY

The Importance of Being ORGANIZED



By **Gary Seibert, CEO,**
Small Business Resource Association

Twice a month I meet with a small group of men to conduct a Master Mind session we call *Collective Minds*. We normally have a speaker once a month that delivers a 30-40 minute presentation on a topic the group has requested

information about. This past week's topic was "Being Organized". I told the group that I was going to be the presenter and the discussion would be the background for my next article in the 422 Business Advisor. Of course, I did some research on the topic but quite honestly, the discussion we had was far better than the research. Here are the highlights.

We started with a story one of the group members shared about an experience they had just had with a local professional. A meeting was scheduled for 5:30 in the evening and he arrived a few minutes early just to make sure he would be "ON TIME", only to find out that the person he was meeting was out of the office and would be a few minutes late. As he sat in the lobby, he looked at the receptionist desk and credenza behind it, and noticed mountains of papers and folders randomly piled 6 to 8 inches high. Thirty minutes later he was informed that the person he was meeting had just finished running an errand and he would be back shortly.

Another 20 minutes passed and the meeting finally started. It was a great meeting and everything worked out well, however, the experience became the foundation for our "being organized" discussion.

We all live in and work in what most would identify as a BUSY WORLD with not enough time to do all the things we need to do, let alone do what we want to do. Why is that? What are the things that are robbing us of the pleasures in life, the time with our loved ones, the enjoyment of our jobs and the calm we so

desperately desire? Could it possibly be that we are our own worst enemy and responsible for our being late for meetings, missing our children's school and sports events, missing family dinners, having a cluttered office where it takes twice as long to get a project done because of missing paperwork piled somewhere in the office, emails and phone calls too numerous to catch up on, deadlines that are waking us up in the middle of the night like a bad nightmare, stress that is causing

us to make mistakes and bad decisions? Most efficiency experts would tell you that all the above could be greatly reduced, or possibly eliminated if you got yourself ORGANIZED.

Here are a few tips that might be of help.

1. Organize your agenda - There are multiple resources available to help you get organized. Organizational programs you can use on your computer, cell phone or on

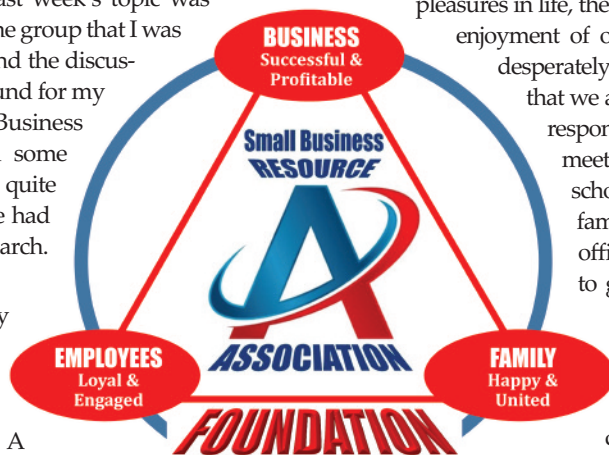
your desk that allow you to plan your day in a timely manner that allows you time to do what you need to do and what you want to do. There are even people you can hire that will help you get your business and life in order. You have to allow them to help you. Remember the definition of insanity—doing the same thing over and over thinking there will be a change. No—YOU have to allow a change to take place.

2. Establish times during the day that you will devote your attention to: a. Tasks that you must do. b. Meetings you will have that are time-bound. c. Phone calls that you need to return or make. d. Deadlines that you are responsible for or any priority that you might have. You can make a list the night before where you allocate a specific time of the day for each.

3. Learn to say NO to things that are not important or that can be done by someone else. Learn to delegate, you are not the only person in the world that can do what you do.

4. Make it a point to be on time. Plan for travel time, whether it is getting to the other end of the building or traveling across town. Make allowances for distractions and traffic. I would much rather be a few minutes early than getting a speeding ticket or being embarrassed by walking in the meeting room late. Be on time, it's rude to not to. Be courteous and consistent to your clients and co-workers.

Effective Organizational Management will change your life and make you much more efficient, will allow you to have more time to do the things you like to do, reduce stress and make you a better person, husband, father and friend. Get rid of the clutter in your life, get organized and enjoy the end results.



SBRA Business Spotlight



US HEALTH ADVISORS – EVAN MARKWOOD

Health Insurance can be a confusing, complicated, and very expensive part of running a small business, especially for the self-employed! So with US Health Advisors, we're on a mission of H.O.P.E: Helping Other People Every Day! Specifically, we help those self-employed individuals, families, and small businesses that do NOT have access to group healthcare from an employer find the very best Health Coverage available in the state and offer it at rates significantly lower than can be offered by the State or Federal Affordable Care Act (Obamacare) insurance marketplaces.



• **Located in Reading PA**
• **Phone: 301-442-5106**

• **Website: <https://www.ushagent.com/evanmarkwood>**



12 QUESTIONS TO ASK YOURSELF AFTER EVERY SALES CALL



By John Whitehall

Salespeople need to earn the right to close a prospect. We earn this right when the prospect has a high degree of confidence in the salesperson, is aware of their current situation and has enough knowledge to make an intelligent buying decision.

Here are some questions to ask yourself when you begin your closing "dance":

- Do I thoroughly understand this prospect's problem?
- Does the prospect understand the consequences of not fixing this problem?
- Did the prospect get the sense that I understood their business?
- Does the prospect see me as an expert in my field?
- Is the prospect totally comfortable with me?
- Does the prospect have confidence in me?
- Does the prospect really need what I sell?
- Does the prospect understand the ways my product or service will help them?
- Can the prospect afford what I sell?
- Do I understand how the prospect will make a decision?
- Does the prospect know enough to make a buying decision?
- Is the prospect willing and able to invest in my product or service?



By asking these 12 questions after each sales call, a salesperson can predict with some degree of confidence, whether they stand a chance to close this sale or not. I personally use these 12 questions as a strategic roadmap to prepare for each sales call, recognizing that I must be confident in each answer while I'm involved in the sales call. Asking these questions after each sales call is a way to personally debrief my performance.

Too many times either the buyer or seller tries to dominate a selling situation, creating an imbalance that can only be solved with price concessions. Both the buyer and seller play equally important roles in the closing of any sale. They need to work as a team, gathering critical information necessary for a successful decision.

SBRA Monthly Member Shout Out

Members Helping Each Other Grow

WELCOME NEW SBRA MEMBERS

ABT Notary
Antanavage Farbiarz, PLLC
Automatic Developer
Creation Yoga
Karen-Glass
R & B Insurance Service

Revitalized Massage and Wellness, LLC
Reading Hotels LLC / Comfort Inn
Salsa Burrito
True To You Esthetics, LLC

SBRA EVENTS - BE BETTER. GROW FASTER.

TUNE-UP Tuesdays
information. sharing. motivating.



Small Business Resource Association
Be better. Grow faster.

• **Tuesday, January 10th – Sales Training**

• **Tuesday, January 24th – Small Business Economic Forecast**

Presented by Dianne Manges, Director, Senior Investment Advisor, Trust Foundations & Endowments Specialty Practice

Free to the public. Get more details and register at <https://www.sbrassociation.com/#EVENTS>

MEMBER NETWORKING MINGLE

Register: <https://www.sbrassociation.com/#EVENTS>

Wednesday, January 25th, 5:30-7:00

Learn How the SBRA Can Help Your Business Grow – Membership Benefits Update

Wednesday, January 25th, 9:00-9:30 am

Register: <https://www.sbrassociation.com/#EVENTS>