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JULY 2020

# South Bay Energy



## Steve's Update *Still Not Back to Business As Usual*

It has been another month, and not much has changed. I am sure many of you are struggling with the lockdowns of your businesses. As I write this in early June, we are still not allowed to operate either. We supply energy in several states, and they are all different in what we are allowed to do. We do have some telemarketers calling in some states. However, our office here in New York is still closed, and our outside salespeople are still laid off. I know some of the coronavirus numbers look better, but it's hard to look at the bright side of things until we can all go back to work and provide for our families. Hopefully by next month, we will be back to work.

I have been sitting at home and have not been exercising as much as I would like. My back has been acting up so I haven't felt much like riding my bicycle or walking. This last week hasn't been as bad, so I have been getting back on track a little bit. This sitting at home isn't good for my eating habits either. Whatever weight I'd lost, I've put back on. I think once we can get back to work, I can get back in a routine that is more conducive to getting and staying in shape. Last month I was hoping to ride my bike to Tobay Beach and back. That did not happen. I am hopeful of getting back on track and making that happen within the next



couple of months. At least the weather is getting warmer, making bicycle riding more enjoyable.

Things at home are going okay. The kids are doing schoolwork at home. The teachers are assigning work, and this last grading quarter is being graded on a pass/fail basis. The kids are having a hard time waking up on time and getting their schoolwork done. They miss their friends and the socializing that going to high school provides. I am hoping that school opens up by September so my kids can enjoy their senior year in high school. I feel bad for all the seniors who didn't get to enjoy their last year in high school this year.

The garden this year was looking a bit shaky as I planted it in early May, which may be a bit early. We had some really

cold nights. I lost some plants but replaced them, and right now everything looks good. I tried planting fewer vegetables this year to give the plants enough space to grow. My first year I had about 15 tomato plants where now I have seven. Check out the photo of me in front of the farm! Hopefully, we will all have a better month and our governors will open things up so we all can go back to work!

- Steve Mellis

## A MEAL FOR EVERY MEMBER OF THE FAMILY

### *Meals on Wheels Goes the Extra Mile*

Meals on Wheels doesn't often get the credit it deserves. The international nonprofit ensures those who are unable to buy or make their own meals get the food they need to survive. Of course, for many recipients, the efforts of the organization go far beyond "survival." For those who receive food daily or weekly, those deliveries may be their only source of social interaction. And during times of social distancing, the program became more important than ever.

Meals on Wheels doesn't just serve meals to the elderly and people with disabilities — it also serves those people's pets. In 2019, Meals on Wheels Atlanta realized there was a huge need in their community to feed the pets of senior citizens.

It stands to reason that if an elderly individual is unable to shop or cook for themselves, their pets may be in a similar predicament. And when someone's pet is their entire world, making sure the animal is fed and healthy means everything.

In response to this need, Meals on Wheels Atlanta began stocking up on cat and dog food, creating their own pantry to

serve the local pet community. When volunteers made their rounds delivering meals to seniors, they made sure to bring cat and dog food along too.

One volunteer with Meals on Wheels Atlanta, Larry Auberbach, had a unique experience delivering meals to Jeffery Jones and his dog, Grizzly. The volunteer told 11Alive News in Atlanta that Jeffery and Grizzly "have their own special relationship." Larry loved Grizzly long before Meals on Wheels Atlanta started the pet pantry because he saw how much Grizzly's companionship meant to Jeffery. Now, Larry enjoys his service that much more since he gets to provide for Jeffery's beloved pet, as well.

On top of delivering food to seniors and their pets, Meals on Wheels Atlanta also delivers pet toys and pet beds, and they are happy to take in any pet-related food or items for donation. The organization says this endeavor was done out of love, not only for the people they serve but also for the *whole* family — wagging tails, fuzzy whiskers, and all.



# Selling Remotely? Don't Lose Your Personality!

## 5 Tricks to Enhance Your Charisma on Video

Odds are if you're a successful salesperson, you've cultivated a "sales personality" crucial to closing your deals. However, if you're used to working face to face, it can be a challenge to translate your charismatic persona to the screen when you need to sell remotely. Video calls are a step in the right direction because they reveal body language and facial expressions, but they're still not ideal. To make sure your charisma pops, try these handy tricks:

**1. SECURE A TOP-QUALITY CONNECTION.** Nothing kills the mood on a video call faster than a disintegrating picture or crackling audio. That's why it's crucial to test your mic, speakers, camera, and platform thoroughly before you use them with clients. If they can't hear or see you, your personality doesn't stand a chance.

**2. SET YOUR STAGE.** Every sale is a performance. Is there an uncluttered, calming backdrop behind you? Are you the right distance from the audience (the camera)? Does your costume fit the part? When all of these things are done right, your personality will take center stage without unnecessary or annoying distractions.

**3. EXAGGERATE LIKE AN ACTOR.** According to Psychology Today, posture, gestures, and facial expressions are key to communicating well over video. That means you need to be focused and constantly aware of them. Amp up your positive reactions, like eye contact with the camera, affirmative nods, and leaning in to listen, and tone down your gestures to avoid smacking a crucial piece of tech.

**4. ASK QUESTIONS AND LISTEN ACTIVELY.** A key part of a great sales persona is showing genuine interest in others according to Inc. magazine. When you can't read the mood of a room, asking questions and listening closely will help you gauge the temperature. A subtle head tilt and hum of acknowledgment will help you come across as more empathetic and inquisitive.

**5. MASTER THE MUTE BUTTON.** If your neighbor starts the lawn mower or your dog starts barking, it pays to be quick on the mute button. Having fewer distractions means your charisma is more likely to shine.

With these strategies in your back pocket, your sales mojo will continue flowing, even from a distance. Good luck, and happy videoconferencing!

# What Do Julius Caesar and Buffalo Wings Have in Common?



## FUN FACTS ABOUT THE MONTH OF JULY

Most Americans associate July with Independence Day and everything the holiday entails, including traditional barbecue cuisine, fireworks, and summer vacations. However, in addition to the Fourth of July, this midsummer month has a rich history and offers fun opportunities for everyone to celebrate.

**'WHAT'S IN A NAME?'** You've likely heard of Julius Caesar, the famous Roman dictator and general known for changing the Roman Empire's political structure, innovating war tactics, and eventually dying after a legendary assassination. But did you know that July, Caesar's birth month, wasn't always called that? It was initially named *Quintilis*, which means "fifth" in Latin, because it was the fifth month of the ancient Roman calendar. Shortly after Caesar's death, the month of Quintilis was renamed July in his honor. Of

course, Caesar's legacy didn't end there. Before he died, he implemented the Julian calendar, which he based off of the Egyptian solar calendar, and it remained in place for over 1,500 years until the Gregorian calendar was introduced in the 16th century.

**RED, WHITE, AND WHO?** Similar to the Declaration of Independence for the U.S., Canada's Constitution Act of 1867, signed on July 1 of that year, marks the birth of Canada. The following year, Charles Monck, the 4th Viscount Monck and Canada's first governor-general, signed a proclamation requesting that everyone in Canada celebrate their country's independence on July 1. However, it wasn't until 100 years later that the date officially became Canada Day. Most celebrations include fireworks and red and white attire, much like how Americans celebrate the Fourth of July.

**GOT WINGS?** While chicken wings are a staple of Southern dining, they actually originated in upstate New York. In 1964, Teresa Bellissimo, co-owner of the Anchor Bar, started cooking leftover wings dipped in hot sauce for her son and his friends. After receiving enthusiastic feedback, Bellissimo put them on the menu. Over the next few years, the recipe's popularity spread, and in 1977, former Buffalo mayor Stan Makowski declared July 29 to be National Chicken Wing Day. The reputation of the famous Buffalo wings continued to spread nationwide, and in the early '90s, wings became an international hit when McDonald's, KFC, and Domino's Pizza began selling them in the variety of flavors we know and love today.

# How Well Are You Tracking Your Business?

In the last few months, the coronavirus pandemic has forced businesses across the country to tighten their belts. Odds are your company is among them, but even if you're doing well, accurately tracking your business's performance is more vital than ever.

Of course, this is easier said than done. Even in good times, it's difficult to know which key performance indicators (KPIs) to track daily, weekly, or monthly to get an accurate picture of how your business is doing. However, many successful entrepreneurs report that three KPIs rise to the top: churn, pipeline revenue, and average annual revenue per employee.

### CHURN

This metric will tell you how many customers leave your business in any given month, which will then tell you how many new customers you need to bring in the following month to break even. If you track this KPI weekly and monthly, patterns will start to emerge, and you'll be able to find

holes in your systems and processes more easily. Then, you can take proactive steps to reduce your churn.

### PIPELINE REVENUE

Your pipeline revenue is the total sales volume you'd have if you won each and every piece of business you quoted over a given period of time. When compared with your actual sales volume each month, it becomes an incredibly valuable number for setting goals and tracking. For example, if you need to produce \$100,000 in new pipeline revenue to close your goal of \$30,000 in sales each month but are only at \$54,000 in pipeline revenue 20 days into the month when you should be at \$67,000, then you'll know that you're falling behind and need to make adjustments.

### AVERAGE ANNUAL REVENUE PER EMPLOYEE (RPE)

Most companies with over \$1 million in revenue make a minimum of \$100,000 in average annual RPE, and it's not uncommon to see small businesses making \$125,000,

\$150,000, or \$200,000-plus per hire, depending on the industry. The higher your RPE, the more effective your business is at maximizing its greatest resource: the people who work there. This number can become skewed or decrease if you're growing quickly and hiring or if you've recently laid off staff. If you haven't made changes and your RPE is under \$100,000, you're either overstaffed or facing a struggle ahead.

As you're tracking these KPIs, remember to be skeptical. If a metric looks too good to be true, it probably is! So dig in and double-check the math. If you uncover an inaccuracy, you can take steps to fix it, and if you find the number *is* accurate, you can learn from your successes.

Armed with these metrics, you will be in a much better spot to be proactive in your business and solve minor problems before they ruin your month, quarter, or year. It's a win-win situation, which is exactly what we need in these tough times!

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