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## ***August 2020 Monthly Sales Tip***

### ***Tap The Greatest Resources Available To You - Your People!***

#### **Greetings Sales and Service Professionals!**

Well, how is your journey going down the path of your people development process? Great...Sort of...Maybe...Notta? Remember, people become your greatest asset or biggest liability during these interesting times we're experiencing. This is what separates an ordinary company from being extraordinary, or, which one ends up among the "Who's Left" versus "Who's Who."

The more technologically advanced we get as a society, the more we need to get together and rub shoulders. I read this back in the 70's in a book called "Megatrends." It has impacted me ever since. Now, more than ever, people are searching for leadership, looking for direction and craving engagement. Training is the vehicle to communicate change, provide this direction and satisfy peoples' desire to get together and interact.

Companies are using "blended meetings" to communicate remotely and at the office to keep the connection with people, along with virtual events with customers. The digital transformation has arrived as video streaming has brought the human interaction back from the previous WebEx generation of computer training. Microsoft Teams and Zoom have brought back involvement and the experience of keeping it real and worthwhile.

There's no reason to be hesitant or scared to start your change process now with remote training, which is instructor led training on computer. We can achieve positive results now to continue your incremental improvements to reach your strategic initiatives and stay on plan. Continuous improvement starts with small, incremental steps that lead to a quantum leap; which we refer to as an innovation. This is caused by your people and not by technology and machines. Why hold back? It's time to unleash the greatest resources available to your company - your people!

Butler Learning Systems has the content and experience to communicate your strategic initiatives via remote training. Our intellectual property is time-tested and proven to successfully launch your people development process in leadership, sales and service excellence. Our "blended approach" toward training enables us to customize your change process and adhere to your safe work practices. You'll work directly with me as I become your coach for life.

It doesn't get any better than that! The sooner you reach out, the sooner you'll witness a change in your culture for the better. A company can't change unless their people change first. Allow remote training to become your forum to tap your people resources!

Good Luck with your Sales and Service Excellence!

Bob Butler, TSP  
and the Butler Learning Systems T.E.A.M.  
Together Each Achieves More

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