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## ***September 2020 Sales Tip***

### ***We Can Make A Difference As It's Our Choice And Privilege***

Greetings Sales and Service Professionals!

I hope you're ready for the upcoming Labor Day weekend and truly have some fun over the holiday with family and friends. I remember growing up this time of year and my Dad saying, "It's time to go back to work after Labor Day." What he meant was summer break is over and it's time to get ready for the fall harvest, as he worked in agriculture before starting his consulting business. I'd like to share a story that greatly impacted me at a young age and has brought me to this point in my 40+ years as a training consultant.

It all began over 50 years ago when I was a small boy. My Dad worked in the agriculture (feed and seed) industry for the first ten years of his career before establishing his consulting business. In the evenings he'd work with the farmers and help them with the business and financial side and wouldn't accept any compensation for it. I remember one time, running to the door when a farmer dropped off a freezer full of beef and pork in appreciation for Dad's services. Another time we got 300 chickens, "New York style" dressed, which means the guts and innards were still inside the chickens! It was in July and man was it hot. Those chickens weren't going to last very long in the sun. Mom got the neighbors to help and set up tables in the garage to clean out the chickens, wash 'em down, bag and freeze them. The entire neighborhood ate chicken for a month! As Dad's business grew so did our stomachs while working with many food companies like Wayne Candies (Bun Bars), Royal Crest Dairy, Mike-Sells Potato Chips, Cassano's Pizza, Blue Bird Baking, Parkmoor Chicken, Ponderosa and countless others. We ate more snacks, candy, pizza, ice cream and pie than anybody and fed the neighborhood as well. The point is that he negotiated, bartered, swapped and traded with the customers he worked with. Maybe it was the sign of the times during the 60s, but I remember my Dad always trying to negotiate a better deal, no matter what he bought or sold. To this day I do the same as well. One time a huge delivery truck dropped off 500 frozen pizzas that got Mom scrambling again with the neighbors for help. And finally, Dad facilitated one of his last seminars for a furniture manufacturer and ended up with a custom-made couch and loveseat. Go figure!

As most of you can appreciate fond memories with your father, mine was watching and learning how he leveraged power and persuasion to get his way. This drive and passion is still with me today and I'm ready to share and give back to anyone willing to step up, take a chance and get on board with me. We live in interesting times, changing times that require all leaders to provide the direction that all of us are searching for and need right now. There's a small window of opportunity open for all of us as training becomes the vehicle to communicate change and bring your people together.

It's time to "Do Something!" I challenge all of you leaders to step up and be willing to take some risks to develop your people and change your culture that's driven to Service Excellence. If you're not willing to do it now then there will never be a good time and you'll continue to dwindle with subpar performance and lose market share. You've got to believe and have faith in your people who hold the keys to success and your future. Let us help you start the change process now to keep or regain your competitive edge as we continue to move forward.

We can make a difference if we decide to do so. It takes a commitment that's based on mutual trust and respect for each other. Responsibility and accountability come from our actions and not just words. We're ready to act immediately and can quickly demonstrate results. The sooner we can get started, the sooner you'll witness a change in your culture. It has to start from the top in order to make it work and continue down the organization.

So leaders, it's time to inspire your people by example and positive persuasion. It's your privilege to do so as well as your duty. There's four months left to make an impact on your company and its people. Let's start with your management team now so they own the process and can sustain it. The first step is to reach out to us at Butler and we'll determine together what's best for you. Take the time to reflect over the holiday weekend and make the right choice to make a difference by tapping the greatest resources available to you right now...your people!

Good Luck with your Sales and Service Excellence,  
Bob Butler, TSP  
And the BLS T.E.A.M.  
**Together Each Achieves More**

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