



# Boring Organizations and Becoming Uncommon

How does it happen? How, as an organization, can you get from wherever you are now, be it ordinary, under-performing, stagnant, boring, etc., to remarkable? Is it really possible? Sure is, it's already been done. Did you know that right now there are selling organizations that are at double-digit revenue growth? Month over month, year over year? Begin by looking for the clues that successful (read: uncommon) organizations have left behind and start making a few decisions in that direction.

Sounds easy. Feels hard. But it's the start that's the hardest part.

After that comes momentum, and the law of inertia begins to work with you and not against you. First things first. Whatever you do is boring unless you do something to make it remarkable. Remarkable in the way you say it, sell it, service it, make it or deliver it. Go!

Got your attention yet? If so, how do you get the attention of your customers? And I mean your customers inside the organization as well as outside. Chances are if you're in an under-performing organization, you're boring, and your customers and workers are bored, or soon will be.

Do something amazing, quickly.

And it doesn't matter how big you are, because as the book says, it's not the big that eat the small, it's the fast that eat the slow!

You've got questions: the marketplace has answers. When was the last time you looked up from the day-to-day grindstone to see what the landscape looks like? When was the last time you actually spent some time on being "pro-active" instead of just reacting to all of the day's problems?

Quick sand is slow to pull its victims under, but there is time to escape if you know you're sinking. Ever hear of the "surplus society" or

the "emotional economy?" They're out there, working for you or against you. And most organizations are too busy going under to notice that help really is available.

Let's go to the list and see if any of this sounds familiar.

## Common mistakes of "common" organizations:

1. Poor performance environment
2. Neglecting things that are easy to do
3. Wanting or wishing instead of taking the needed actions for change
4. Not challenging workers to continue improvement
5. Leadership not focused on common outcomes or strategic plans
6. Thinking "sales training" instead of "revenue generation"
7. Not getting help from independent thinkers/outside consultants.

*Poor performance environment*  
Expending major time or energy on minor

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things, negative attitudes, gossip, grumbling or complaining. Bare walls that provide little or no inspiration or positive environment. What does your office environment say about your company? Inside reality vs. outside perspective. What do your customers think?

***Neglecting things that are easy to do.***

Making the routine amazing! (How do you answer the phone?) Creating action teams that can address attitudes and provide more suggestions (ideas). How do you wow your customers? Your workers? Interested spectators?

***Wanting or wishing instead of taking the needed actions for change.***

Change is uncomfortable but necessary for achievement and improvement. The greatest obstacle to top performance is the status quo. If you know something should or must be done, do it (long vs. short term).

***Not challenging worker to continuing improvement.***

How about offering a \$100 bonus for a book report on a must read best-seller? Creating celebration and reward for accomplishment and top performance (individual). Create expectation. Offer incentives to attend seminars. Change the way your people think!

***Leaders and managers not focused on common outcomes or strategic plans.***

Very common! Everyone has a different idea, vague idea or no idea how we win!

Training is boring, learning is controlled by the individual and generating revenues should be understood and developed on a broader scale than just sales training.

Independent thinkers and outside consultants. Who needs 'em? We all do. Someone who can see the forest and the trees that can be chopped down, or the ones to leave standing. How are you changing the way individuals think in your organization? How negative has the small talk become? Can it be changed, or are you resigned to just deal with it as part of the routine?

Tough questions all. And the common denominators of under-performing organizations.

That's it. The list of common mistakes in a boring marketplace. Making mistakes is a clue to radical success; making the same ones is a sign of stagnant and failing attitudes and performance.

For the sake of time, that's the short list. Recognize anything that looks familiar at your place?

As a consultant, or what the marketplace refers to as a trainer when I'm asked to improve an organization or team or group of individuals with sales training or leadership training. There are certain steps to making the greatest impact with the time available.

*That time could be an hour, a day or multiple days, but the formula remains the same.*

1. Expose the need for improvement
2. Create awareness and understanding of the need
3. Inspire the desire and commitment to improve
4. Provide tools, assistance and coaching toward the improvement
5. Review, evaluate, implement and continue improving.

Experience and training are over-rated in today's marketplace. One is used as a crutch - "I've got 10 years experience; why am I here?" And the other is like medicine - you don't want to take it and you're pretty sure you won't like it.

It's more than just training ... it's creating a learning experience. An overall improvement process or event with information that's delivered in a way that they can understand and gain from. It should challenge the individual personally to be better!

To improve skills, abilities, understanding, performance, efficiency, attitude or any combination of the above.

Different individuals need different prompts to create a need (*or awareness of that need*) to commit to personal development and continuing improvement.

And your 10 years of experience is not a free pass that says you already know everything and this training stuff must be for someone else. If the customer doesn't get something remarkable from your organization (*product, service, buying experience, etc*) then it's everybody's fault!

Training alone is not enough to improve that process or your performance. Why?

If you'd like my short list on "The 4 Factors of Improvement" send an e-mail to the address below.

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