

KEYS TO MANAGING

In this section are some needs which must be met in order for Suzanne to perform at an optimum level. Some needs can be met by herself, while management must provide for others. It is difficult for a person to enter a motivational environment when that person's basic management needs have not been fulfilled. Review the list with Suzanne and identify 3 or 4 statements that are most important to her. This allows Suzanne to participate in forming her own personal management plan.

Suzanne needs:

- A way to say "no" when she feels "no" to the demanding customers.
- A quality and time-tested product to sell.
- To set professional and family goals.
- The facts in a logical sequence.
- A list of all sales objections with answers.
- Conditioning prior to change.
- Rewards in terms of tangible things, not just flattery and praise.
- A manager who delegates in detail.
- A program to encourage creativity and self-worth.
- A warm and friendly work environment.
- A participative climate in sales meetings that allow her to share her ideas.