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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Sales: The Engine that Drives EVERY Business

By David Geldart

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No matter what the business, every company needs sales. It doesn't matter if it's in the business of manufacturing, services, a worldwide conglomerates or a corner grocery store. As difficult as specialized technical functions may be, with years of training and expertise, sales is equally challenging. While a salesperson could never do the job of an engineer or a programmer, they couldn't do the job of a salesperson either. Without sales, they don't have a job.

Every business is essentially a people business. Machines don't buy things; although they may execute transactions, people do the buying. When sales falter, every area of the business suffers – targets aren't met, investors lose confidence, budgets are cut, people are laid off, top talent looks elsewhere. Innovation feeds sales, and sales feeds innovation and growth.

Sales is oxygen to a company. There's a saying that goes "sex is like air, it's only important when you aren't getting enough". Sales is like that too. When orders are flowing and everybody is working to fill them and keep the customers satisfied, dealing with the logistics and problems, they might not really appreciate the contribution of the salesperson – sometimes the staff may even grumble and wish the sale had never happened, so they wouldn't have to deal with the customer and the hassles of getting the order through!

However, the moment sales slow down for even a short time, the company feels the impact. Everyone suddenly become acutely aware of the need for sales to feed the company.

In the movie business, before you make a movie you need a script. The screenwriter is the original creative person on the project, and if the writer doesn't write – there's no film.

Sales is like that too. If sales people don't sell, nobody else works for very long. It's the engine that drives every business on the face of the earth – and if you are really good at it, you'll go far. Many people have risen to CEO status mainly because they know how to drive sales.

So, if you are in sales, be proud of your status. If you're not, don't forget that, without sales, there's no work!

David Geldart is a partner with Bob Gernon in www.salestrainingtips.com, which offers resources for sales training and development to sales professions.

Thumb Drives – Great New Technology!

By Mike Burstein

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The ability to easily move data from PC to PC with minimal inconvenience is just another benefit computers have brought to the current business world.

Over the past few years, the different options to save and move data have multiplied dramatically. Usually the floppy disk (with its 1.2 MB limitation), ZIP drives, CD-R's & CD-RW's, and even tape backups are the common ways to move data on non-networked PC's.

The latest innovation, the USB Removable Flash Memory (Thumb Drive, Key Drive, Flash Drive, USB Drive, Micro Drive) brings a whole new meaning to easy transport of data. These USB compliant devices are small enough to fit on a key ring or carry in your shirt pocket.

As a way to protect sensitive information, the security of one of these drives can't be beat. It's in your pocket!

Their size belies a huge data storage volume; the current sizes start at 16MB and go up to 1GB. The pricing on these devices is steadily falling, making the purchase of one of these handy drives almost a must have item.

Check out the accessories at your local computer store or go online to get a really good deal.

For very little cost you can now conveniently move data between PC's just as easily as accessing the data on your internal hard drive.

Mike Burstein has been writing for the SOHO and Small Business market for over 10 years. He has helped countless small business owners solve start up problems, create best practices, automate their offices, get free publicity and dramatically increase traffic and sales. Visit <http://www.SOHOWiz.com> for the latest FREE business tips. Email the Wiz at: SOHOWiz@SOHOWiz.com



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