

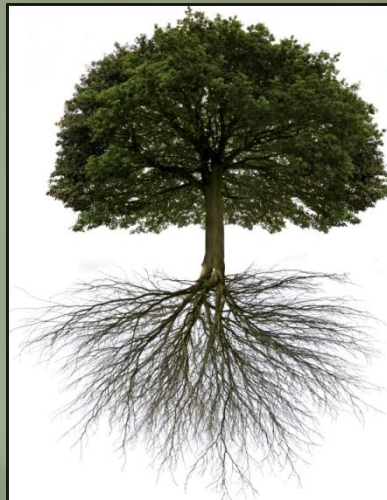


BUSINESS ADVANCEMENT SYSTEMS EXPERTS

August 2011

NEWSLETTER

*Growing Your Business Requires
A Strong Foundation*



August 2011 Business Advancement Systems Experts

Training is not an event, it's a process. . .

We hire an exciting candidate, show them the basics of the business, and marvel at what a good job they are doing their first month.....only to have them crash and burn with 90 days, leaving us wondering what happened.

How many times have we made this same mistake?

Staff training is not an event; it is a process, ongoing and evolving. It never ends, because once you think your facility is well trained, turnover or expansion brings you right back to new people. In fact, many times we lose people simply because we leave them alone while they are doing a good job, afraid to "upset the apple cart". This is a terrible mistake - high performers need more than just praise; they need constant feedback and challenging tasks, as well as continued education in their fields. Your best performers will either become bored, or start cutting corners, if they are left alone to their own devices for a prolonged period of time.

Additionally, your mediocre performers will never become better simply because they read a manual and got trained on their job responsibilities. How many times have you given instructions, seen to it that your staff understood what you expected and was capable of performing the tasks at hand - and still stop doing it for no reason, sometimes within days of your training? It's happening to all of us today, somewhere in our businesses. As the adage goes: If you're not growing, you're dying. Constant training and supervision is necessary to retain your people and increase their effectiveness.

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Training is not an event, it's a process. continued

What type of continuing education are you providing ? Are you examining reports and financial returns with your managers and staff daily, or waiting until you have a "slow month" to react ? What metrics are you using to analyze your performance in each category ?

Many companies exist to provide you with software that will record data on everything you could ever need to run a successful business, however most owners do not know where to begin when it comes to the implementation of the systems necessary to gauge success. We suggest daily production meetings, complete with a training topic each morning. Your staff will look forward to these meetings if presented as a learning experience rather than simply a report card on their performance. Constant review of procedures and policies is necessary if you wish take advantage of any type of seminar or software program. You can never spend too much time involving your staff in continued education – it's what makes the meetings bearable....

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Corporate Corner

Your corporate clients are similar to your newest sales rep, they will maneuver things to suit their needs.

When sending out your proposal or agreement for signing be sure to protect yourself from unwanted changes by delivering your information in a locked PDF or by locking your word document!

By locking these documents prior to sending you won't find yourself with an agreement that's been altered to your disadvantage. Have your rep review each and every document before signing on the company behalf.



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