

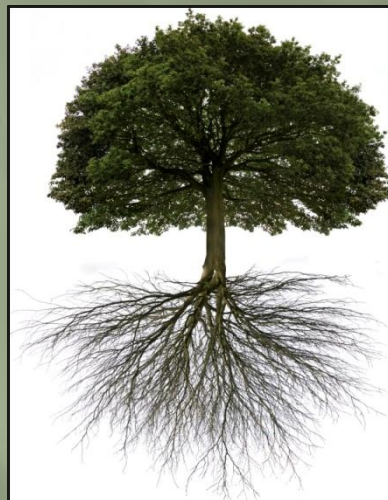


**BUSINESS ADVANCEMENT SYSTEMS EXPERTS**

February 2012

# NEWSLETTER

*Growing Your Business Requires  
A Strong Foundation*



# February 2012 Business Advancement Systems Experts

## Follow up and accountability. .

It would be so nice if we could just train our staff, show them how to sell and what pricing to follow, and then just let them go about their business. Of course, anyone who's tried that has seen what happens; within 60 days (usually less) sales fall off dramatically. You cannot just train your people and expect them to follow up with all the things necessary to make them successful.

It takes the constant supervision and feedback to bring out the best in 99% of your employees. IF it didn't, they would own their own business and perhaps you would be working for them. We are working with young people in almost every facet of this industry. Most have been told how special they are from birth right up until graduation from high school - and we get them shortly thereafter. It takes constant reiteration of expectations, coupled with accountability and discipline; to overcome their inclination to do as little as possible for the money they receive. If this sounds harsh, take a look at your staff and really investigate what gets done on a daily basis during an 8 hour shift.

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## Congratulations. .

We wish to congratulate our Tampa, Florida and Blackfoot, Idaho clients for a fantastic December & January - both of these locations blew last year's figures away, largely due to adding the proper PT program but also due to learning and implementing the basics of desk control, sales process, and internal marketing.

These locations have bright futures ahead of them in 2012.



**B.A.S.E. IS NOW OFFERING WEBINARS. CONTACT US AT  
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### Follow up and accountability. . . . Continued

Discipline is not a negative word, contrary to what most people think when they hear it. Having the discipline to do (every day) the things that make you successful, no matter what the rationalization or excuse your co-workers or friends are using – this is what makes you successful. Rarely can an on-site manager enforce the proper work behaviors on a day to day basis. Whether you do it yourself, or bring in a company like ours – do something that illustrates what your expectations are and follow up constantly to measure success in all categories, lest you be held hostage by a staff or manager that is cutting corners – corners they know you do not have the time or inclination to inspect.

**January numbers not quite what you expected? Struggling to figure out how your sales decreased from last year and wondering what to do about it? B.A.S.E. is prepared to assist, no matter if you need guidance or someone to train your team, we are prepared to help. E-mail: [info@baserev.com](mailto:info@baserev.com) for more information.**



Do you find yourself needing some help but you're just not sure where to find it? B.A.S.E. can customize a program to suit your needs! Whether you need a one-time training or long-term assistance, B.A.S.E. can create the perfect plan for you. Contact [info@baserev.com](mailto:info@baserev.com) for more information.

### **Contact Us:**

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