

It's Time to Activate not Hibernate - Week 1

SHINE UP YOUR BIG RED NOSE AND GET READY TO FLY

Moans of despair and hopelessness filled the halls of Santa's workshop. The faces of countless elves fell in disbelief, and the North Pole shuddered as Santa's horrendous announcement regarding Christmas was heard by all.

"Due to this year's dreadful flying conditions, bad weather, thick fog," began Santa, "and for safety's sake, we are strongly considering the cancelation of Christmas."

Canceling Christmas! Who does such a thing? Only an evil villain like FROST or the GRINCH would even consider such a horrible idea. Something must be done and fast!

Then there was Rudolph, "the most famous reindeer of all." Yes, that "Red-Nosed Reindeer", the ninth and youngest reindeer, whose uniqueness attracted ridicule and rejection and excluded him from joining "in any reindeer games."

Everyone seemed to write Rudolph off as someone who would never amount to anything until that famous and, oh, so foggy Christmas Eve. Santa hatched a plan to save Christmas by employing Rudolph's shimmering nose to light the way and lead the reindeer team.

"Then how the reindeer loved him
As they shouted out with glee,
'Rudolph the Red-Nosed Reindeer
You'll go down in history.'"

As Rudolph's story comes to an end, our hearts awaken with a fresh hope of what could be, if only... We cheer and celebrate as another underdog finds their way to victory. It is truly the American Dream.

Threats of cancelation and closures fill the streets of your "North Pole". While cries of hopelessness echo down the halls of your workshop. Something must be done and fast!

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It's time to hatch a plan and create an historic Christmas memory. It's time to discover the "Rudolph" within you and banish the threats of "bad weather and thick fog". Reinvest the bright glow of your uniqueness that launched you into the success of your organization. It's time to lead your sleigh through the "fog" of today's challenging business environment. As you do, allow me to offer a few "reindeer games" – "LIKE MONOPOLY!"

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Few people are aware that reindeer play more than Monopoly. After some careful investigative work, I was able to uncover a few games that we can all play this holiday season. While making sales and closing deals is always a priority, you may find that the holidays provide more time for playing these "Reindeer Games".

REINDEER GAME #1 – LETTERS TO SANTA – While Santa delights in opening letters written in the handwriting of a 5-year-old and in all the colors of the rainbow, you might want to take some time to "play" with your communications.

Consider playing around with your emails and newsletters. You are probably aware of different ways to organize your emails, but seldom find time to mess with it. This can be a real time saver. In addition, you might benefit from prewriting drafts and scheduling emails to be sent out weekly or monthly; the more automated the better.

Play time can include the creation of personalized, auto-response emails and outlining promotional email topics and contact groups with whom you need to communicate. In all cases, carefully brand your emails and newsletters with your company's logo and tagline, market your services and products and update your full signature to include your name, title, website, and contact information.

Reindeer Game #2 - DASH AWAY – Vital to Santa's success is his reindeer team's ability to take off and more importantly to land. Dash away is a Reindeer Game that is full of fun and secretly designed to prepare Santa's team for that moment when they would hear him say, "On Dasher, on Dancer, on Prancer and Vixen, on Comet, on Cupid, on Donner and Blitzen! To the top of the porch, to the top of the wall, now, dash away, dash away, dash away all!"

Equally important to your business is where you plan to land after the holidays. In my experience as a Business Consultant, I have witnessed two major mistakes made by business owners between the week of Thanksgiving and the week of the New Year. First, they seem to take their foot off the gas and coast through the holidays as if they are experiencing a perpetual Tryptophan induced coma that results in them being totally unprepared to maximize the potential of the first month of year, January.

Secondly, they immerse themselves in holiday activity and preparations that do not help their business take off nor land in the best possible positions for success. When discussing this with a client recently, I was asked, "Is it okay to take ten days away during the holidays?" I immediately responded with, "Absolutely! Take as much time off as you need. I personally take 14 days off."

Start your "dash away" game with two landing questions. How much profit do I want to produce in the first quarter of 2021? What activities bring me the occasions needed to accomplish this?

Consider how many sales opportunities are required to close the right number of deals. Create some strategies for opening conversations and possible presentations. Take some time to walk through the steps of your sales process. For example - How do you engage your clients? When do you make a phone call, set up a face to face, send an email or make a proposal? What is your plan for following up?

The next two weeks can make all the difference in your ability to land ready to deliver the goods. Do what you can to play these two games. Watch for my next article for more reindeer games that will help you keep from falling from the roof tops because of the holiday season.

In closing, running a successful business and playing reindeer games can be full of adventure and fun. Please know that all of us get stuck and need a bit of help. Like always, if I can help, please contact me by text at 707.953.6681 or by email at andy@andyspringerconsulting.com

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