

# Apply pressure to your business

Last year I studied Shiatsu as a way to understand a little more about myself and how I am affected by my surroundings. Not only did it provide me with knowledge about how to relieve the stresses in myself and others, but it made me realize that the internal workings of the body are fully interdependent on what I do to the outside of my body. Our body is made up of "meridians" or channels of energy, which are either positive or negative. Pressure applied to the proper meridian can relieve the stress and re-energize and re-vitalize our organs, in turn making us healthier.

This same premise can be used to analyze our businesses. Each of us operates a business that incorporates many different lifelines, which ensures its successful operation. We spend countless hours on the various tasks associated with the well being of the business, which I associate to the positive and negative energy flows or the Ying and Yang. How many of the rituals we go through on a daily basis truly project positive energy into the business? Are there areas that we insist on keeping our hands on and massaging that would be better left to others who specialize in that field? One of the rules of success is to "Sell your strengths and buy your weaknesses".

As in Shiatsu, we can apply pressure to various strategic points along the meridians of our business in order to promote crucial elements of success such as customer satisfaction, improved product quality, tighter control of costs and the creative approaches we need to take to penetrate an ever changing marketplace.



Jeff Bowman

Both the amount of pressure we apply to these areas and the length of time we apply it for have a huge impact on the final result. Are you focusing too much of your efforts on maintaining your current customer base when you need to be applying concentrated pressure on generating new business?

As Dr. Phil would say, "and how's that workin for ya". Business

owners need to ask themselves if they are properly prepared and trained in the areas they wish to practice in. Your salespeople are your company in the eyes of the client. If you are a small entrepreneur, then your face-to-face or phone contact is how clients view the professionalism of your company. A Shiatsu practitioner must have thousands of hours of experience and have passed a Board exam to become certified to work on your pressure points.

How many hours of training have you provided for your front line representatives? Do they provide a constant flow of positive energy to your company? Do your salespeople create stress or reduce stress at the client level? It is all about needs satisfaction. If you have need for your tooth to be filled, you will want to see a qualified Dentist. Why would you expect anything less than a fully qualified salesperson to satisfy your product or service requirements?

The pressure is on!

*Jeff Bowman is a Certified Sales and Productivity Trainer with Bowman Training Initiatives. For a free assessment of your training needs, call Jeff at 905-451-6525.*