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the **EXECUTIVES PROFIT**™
Coaching leaders to a brighter future

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The year is Half-Over... Are your Sales Half-In?



This is a good time of year to review your budgets and forecast. Are you on

track with all of the hard planning you did at the beginning of the year? What adjustments are needed to end the year profitably as forecasted? You made decisions at the beginning of the year. Now, as a good manager, you have to make them right. You have to make course corrections. Reduce costs if necessary (it's the only element you can really control). Provide more incentives to your sales team to sell the right products or services. Increase your promotional efforts. Do

[Rick's Tips](#)

While providing good service to your clients:

- Nod, but not too much
- Do not look at your watch repeatedly (if at all)
- Turn your body towards the person you are speaking to
- Do not fidget, tap your fingers, click your ball point pen, etc
- Lean forward and listen
- Make good eye contact

[Book Recommendation](#)

This month's book review is from Todd Fagen President of Land Strategies Inc., a prominent, Chicago-based firm which has handled a wide variety of urban and regional planning projects. Land Strategies Inc. does everything from traffic studies and parking lot layouts to formatting golf courses and residential developments.

Todd and his team have been valued clients of mine, who I find both easy and comfortable to work with. We wish Todd great success with the continued growth of his business.

what it takes. But be realistic in planning for the rest of the year. Sweeping changes are not usually necessary at this point. Small tweaks may do you just as well. Enjoy the summer.

Best Regards,

Rick Mazursky

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We're Hiring!

The Executives Profit is currently looking for Coaches to add to our team. Click [here](#) for details about the position and how to apply.

Quick Links:

[Rick's Monthly Newsletters & Articles](#)

[Sales Results, Inc. - Calendar of Events](#)

" *The One*

Minute Manager

. A simple yet timely book that has opened my eyes to how easy managing can be. It taught me that if you are direct and immediate, you can get immediate results - shedding the persistent worry of how to deal with a problem. After reading the book (which only took about 2 hours) I used the "one minute reprimand" and found it was both easy and effective. The problem was dealt with immediately, not stored in a basket of negativity that can erode moral and confidence. From one minute goal setting to one minute praising, I am starting to feel our organizations evolve into a stronger unit."

Todd Fagen

President Land Strategies, <http://www.landstrategiesinc.com>

[About EP](#)

The Executives Profit, based in the Chicagoland area, provides individual coaching and consulting for executives on a variety of business issues. We understand that leadership does not occur through systems alone. We believe it is as essential to develop skills to foster a learning attitude, results-driven behavior, flexibility and an open mind to improve on a continual basis. In addition, we understand that business basics - the fundamentals of blocking and tackling - must be solidly in place and in top working order. At The Executives Profit, we take into consideration all aspects of running a successful business. We aid in designing a strategy to improve across a variety of disciplines - that are both measurable and sustainable, such as:

- We help companies grow to the next level.
- Help companies stop the loss of profitability.
- Aid in the building of infrastructure.
- Add process to the organization.
- Take a wholistic approach to the business.
- Work with Owners, Founders, CEOs, Entrepreneurs to build a sustainable, profitable, growing business.

Contact us for a free consultation!

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