

Tough Times Need Laser Focus

By Gerry Layo



Gerry will be the keynote presenter at the next IBDEA convention.

Gerry Layo is one of the nation's most dynamic and sought after speakers, trainers, authors and coaches. Gerry delivers energizing and innovative world-class keynote addresses, seminars and workshops. He brings over 20 years of street-tested, no nonsense sales and management experience. Before founding Sales Coach International, Gerry co-founded and ran three companies building sales organizations from 5 to 1500 people. As Head Coach and visionary for SCI, Gerry uses his unique approach to dramatically increase growth and profits for companies throughout North America. Gerry is the author of the top selling book: "Smart Selling Strategies to Reinvent the Sales Process." He currently resides in Northern California with his family, including his dog JUICE. (JUICE = Join Us In Constant Enthusiasm.)

For more information about Gerry Layo, please visit:
www.gerrylayo.com, www.coachcalls.com or www.Salescoachintl.com.

The word on the street is that we are in the middle of a tough economy. Some even say that we are involved in a recession and that sales are tougher to come by now than they have been in many years. With fuel prices soaring, commodity pricing all over the board, the financial markets in upheaval, and the real estate markets still reeling, many companies, in a lot of different industries, are trying to *recover from slumping sales*.

If your sales organization is trying to "right the ship" and get sales production back on track, here are FIVE key areas on which to turn your attention:

1-Attitude and Belief

"When fear and uncertainty are more commonplace in the customer's mind, as they are in tougher economic times, it is imperative that the sales professional counters this with a strong level of confidence and credibility."

Is it harder to sell today than it was two years ago? Most salespeople today would undoubtedly say yes! (I don't necessarily agree---unless you are selling the same way you were last year!) Prospects and customers are facing challenges that force their thinking to be more reserved and risk averse. There seems to be less money available and more focus on pricing than in recent years. Salespeople are getting kicked in the teeth every day with pricing demands and *perceived commoditization*! There seems to be fewer buyers and more stress from management to increase sales!! In fact, today it is very easy to become a VICTIM of the "perfect storm" many of us face. The number one area of focus for salespeople (and thus, those who lead them) must be on ATTITUDE. In tougher economic times, the attitude and belief of our sales team needs to move up a notch to counter the negativity and challenges that they face. Attitude tends to drive the sales skills that are necessary for success. Attitude usually defines both quality and quantity of activity—both VERY important in slower times. Here are a few ideas to give your people a "shot in the arm" and to drive that attitude and belief up:

No VICTIMS!—Make it a policy to only discuss solutions and NOT problems. Those who feel underwater (overwhelmed) typically are not far from drowning.

READ—Your people need to *feed their minds* with the right stuff to counter all of the doomsday things that they hear and experience in the media and the marketplace every day. Start a sales book of the month club and stick to it.

SHARE SUCCESSES—Don't allow your team to get too mired down in the problems of the day. Talk about WINS twice as much as you discuss losses. Learn from all of them.

TRAIN TO GAIN—Don't fall into the trap of pulling back investment during slow times—that's what their customers are doing. Get your people off-site and get their focus back on themes such as "WE CAN!" Consider retaining an outside speaker/trainer (I might know a good one) to facilitate and drive the message!

Continued on page 4

SAVE THESE DATES...

March 17, 2011

BOARD MEETING

Palm Beach Gardens, FL



March 17 – 22, 2011

2011 ANNUAL CONVENTION & PRODUCT FAIR

PGA Resort & Spa, Palm Beach Gardens, FL

March 20, 2011

BOARD MEETING

Palm Beach Gardens, FL



Spring 2011

IBDEAU Beverage Dispensing Equipment School

Facilitated by Russ Prickett of Pricketts Distributing, Location TBA

May 21, 2011

NETWORKING EVENT

During the National Restaurant Association Show, Chicago, IL

May 22, 2011

BOARD MEETING

Chicago, IL

August 28, 2011

NETWORKING EVENT

During the Western Foodservice & Hospitality Expo, San Diego, CA



Fall 2011

IBDEAU Advanced Equipment Troubleshooting School

Location TBA

Fall 2011

BOARD MEETING

Location TBA



November 3 – 5, 2011

IBDEAU Beverage Dispensing Equipment School

Facilitated by Brian Kint of

Kint Beverage Concepts Harrisburg, PA

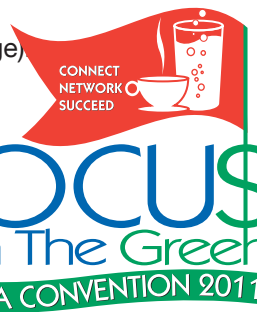
November 12, 2011

NETWORKING EVENT & OPEN FORUM

During the International Hotel/Motel Restaurant Show, New York, NY

IBDEA 2011 Convention Schedule

(Preliminary schedule. Times/activities subject to change)



Thursday, March 17, 2011

8:00am – 1:00pm	Board Meeting
4:00pm – 7:30pm	Registration
6:00pm – 7:30pm	Welcoming Event

Friday, March 18, 2011

7:45am – 8:15am	Breakfast
8:00am – 1:00pm	Registration
8:00am – 1:00pm	Product Fair Set Up
8:15am – 9:20am	Workshop TBA
9:20am – 9:30am	Refreshment Break
9:30am – 11:00am	Spouse/Partner Acquaint & Reacquaint Coffee Time
9:30am – 10:40am	Workshop: Planning for Succession by Terry Resnick
10:40am – 10:50am	Refreshment Break
10:50am – 12:00pm	Workshop TBA
12:00pm – 1:00pm	Lunch
1:00pm – 3:30pm	Product Fair
3:45pm – 5:45pm	Fun Event
7:15pm – 8:15pm	Opening Reception
8:15pm – 10:00pm	Opening Dinner
10:00pm – Midnight	Hospitality Suite

Saturday, March 19, 2011

8:00am – 8:45am	Breakfast
8:45am – 9:30am	Opening General Session
9:45am – 11:00am	Keynote Speaker - Gerry Layo, Sales Coach Intl.
11:00am – 1:00pm	Product Fair
1:00pm – 2:00pm	Awards Luncheon
2:15pm – 3:30pm	Open Forum 1 Member Discussion
3:30pm – 5:30pm	Product Fair
4:45pm	Refreshment Break In Product Fair
5:30pm	Drawing For Passport Prizes
6:00pm – 6:45pm	Associate Member Meeting
Evening Free	No Scheduled Events
9:00pm – 11:30pm	Hospitality Suite

Sunday, March 20, 2011

7:45am – 8:15am	Breakfast
8:15am – 8:30am	General Meeting
8:30am – 12:00pm	Product Fair Tear Down
8:45am – 12:00pm	Workshop: Smart Selling by Gerry Layo
10:00am – 11:15am	Spouse/Partner Event, Yoga Session
10:15am	Refreshment Break
12:15pm – 1:15pm	Lunch
1:30pm – 2:30pm	Regular Member Meeting
2:45pm – 4:00pm	Open Forum 2 Member Discussion
4:00pm	Refreshment Break
4:15pm – 5:15pm	Board Meeting
7:00pm – 8:00pm	Cocktail Reception
8:00pm – 10:00pm	Closing Dinner, Entertainment, 50/50 Drawing
10:00pm – 11:30pm	Hospitality Suite

Monday, March 21, 2011

8:00am – 2:00pm	Golf Event
9:00am – 12:00pm	Alternate Activity
Afternoon Free	No Scheduled Events

Tuesday, March 22, 2011

Departures

Welcome New Members!

Associate Members

Gulf Ice Systems – www.gulficesystems.com

7790 Sears Blvd., Pensacola, FL 32514
Contact Stephen Gallman (sgallman@gulficesystems.com) at 850-474-1784.

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Rastelli Foods Beverage Solutions – www.rastellis.com

c/o 715 Hanover Pike, Littlestown, PA 17340
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THANK YOU!

Our **West Coast Networking Event** was held in Los Angeles on Saturday, August 14, 2010, in conjunction with the Western Foodservice Show. Thanks to Michael Harris of **Better Beverages** for overseeing this event.

Thank you **Automatic Bar Controls/Wunder-Bar, Everpure/SHURflo**, and **McCann's Engineering** for sponsoring this event.

Regular Members

Beer Line Systems

18 Stephanie Lane, Queensbury, NY 12804
Contact John White (johnmwwhite@yahoo.com) at 518-793-8505.

Capital Beverage - www.CapBevRVA.com

6824 Atmore Drive, Richmond, VA 23225
Contact Jonathan Denning (capitalbeverage@comcast.net) at 804-308-3794.

Coffee Express, Ltd. - www.coffee-express.tt.com

23 Aranguez Branch Road, Aranguez, Trinidad, W.I.
Contact Hayden Mitchell (coffeex@tstt.net.tt) at 868-675-8363.

Creative Juice Concentrates - www.whycreativejuice.com

15 Columbia Avenue, Warwick, RI 02888
Contact Kerry O'Neil (info@whycreativejuice.com) at 401-578-8442.

W. Myers Co., Inc. - www.teamwmyers.com

5422 Commercial Drive, Huntington Beach, CA 92649
Contact Bill Myers (bmyers@wmyersco.com) at 714-901-1441.



Congratulations to Mel Kornbluh of Vineland Syrup, Richard Mutch of Whittle and Mutch, and David Heilman. They participated in the City to Shore Bike Ride for MS, riding on a tandem bike for three. They rode 100 miles in 4 hours, 53 minutes, averaging 20.4 miles/hr.

Thank you **Everpure** and **Lemon-X** for sponsoring the **2010 East Coast Networking Event** on November 13, in conjunction with the International Hotel/Motel & Restaurant Show. Thanks to Ron Starman for finding a great location.

Tough Times Need Laser Focus (Cont'd from page 1)

2-People and Performance

It is a reality that a more challenging sales environment separates the winners from the losers. That may not be a politically correct statement but it is true! I find that when times get tougher, there are many (MANY) salespeople who roll up the proverbial sidewalks and hope to “weather the storm.” There are few, however, that take full advantage of this fact and use the tougher times to get closer to their top customers AND their top prospects by working harder and adding significant VALUE!

That is the type of ACTION that you need to have on your team now. It is easy to hide when sales are going well. I am of the belief that many industries (real estate, mortgage, financial services) are coming off of several years of irrational wellbeing which allowed for many salespeople to “pick the low hanging fruit” from the tree. If this recent *shift* in our markets finds your salespeople *fruitless*, you may need to take a good look at them. The fruit is still in the tree, we simply need to climb a little higher to get to it. Are your people willing to do so? If things are not getting done today, there are only two reasons: Either they CAN'T do it or they WON'T do it! In either case, you need to address the issue:

CAN'T = Re-training opportunity. Define a clearer track for your people to run on. Be clear with your expectations and performance standards. Define the “*how to do*” and “*why to do*” as much as you tell them “*what to do!*” Once the training is clear, it is up to the individual to perform. If they continue to be *unable* to accomplish minimums, you have a duty to do something about it. Tough times are no time to hold onto those who cannot!

WON'T = Attitude problem. These people (attitudes) need to be dealt with very decisively. Turning your head and hesitating to cut bad attitudes from the team in tough times is a kiss of death. Go back and re-read the above paragraphs on the importance of belief and attitude that increase in tighter economic times. Usher the bad attitudes and victims off your team ASAP! Remember the old saying that states:

“If you can't, I'll TEACH ya—if you won't, I'll BEAT ya!”

3-Pricing Strategy vs. Value Strategy

Too often, I see many companies making concessions in their pricing models during tougher economic times. Due to the fact that our prospects and customers are more price sensitive, we often see price drops, term extensions and other similar negotiation dysfunctions. Although it is very natural for most people (ourselves *and* our customers) to believe that they *got a better deal* by paying less, we KNOW that instead of offering lower prices, we should be doing MORE for our customers! (Value-Add) If your customers are anything like mine, most of them didn't wake up this morning excited to BUY or OWN your product or service. They do, however, have a desire to USE your product or service to accomplish *something!* What is THAT? More importantly, what is THAT *today*? Here are a couple of questions that you might ask yourself today?

- What do we do for our customers to help them succeed with our product or service?
- What do we do (or can we do) for our customers that our competition can't or won't?
- Are we adding value *in the minds of the customer? Really?*
- What is the *experience* that we deliver when a customer buys? How can we improve that in every area of the company?
- Where are the areas in our business that the customer is NOT getting taken care of or NOT feeling appreciated or important?
- If we lower price and cut margins today, how will we ever get them back tomorrow?
- P.R.I.D.E. = Profit is Reflected in Daily Effort! Does our company (at every touch) exude that PRIDE that earns our margins?
- Do our customers feel more important when we drop price or when we help them succeed?

Don't lower price---instead, sell better, add value, and build customer loyalty!

4-Communication and Visibility

Many of the customers that we serve today are “battening down the hatches” and going into *defense mode* due to the economy. Many of our competitors are following suit; slowing things down, cutting back, visiting customers less, and trying to “watch the pennies” until these difficult times subside. It's almost as if they are waiting for the next shoe to drop or counting the days until death. What an opportunity this affords us! Now is the time to OVER-communicate in your company—to let everyone know that we have the competition “on the run” and that we need to be sharp and more customer focused than EVER!

In addition, now is the time to truly “move the dial” on your (value-add) interaction with your customers. Now is the time to be more visible, more consultative, more focused on your customer than you have been in the past. Many of your customers are second-guessing every relationship, every vendor, and every decision made. Here are a few good questions to discuss within your team:

- How can we increase mind-share AND heart-share with our customers today?
- What do our customers VALUE most of all today? (Don't say low price!)
- What do our customers want to avoid more than anything today?
- How can we assist in this area? (Even if it has nothing to do with our products?)
- How can we become a part of the customer's culture this week?
- What *indecision, doubts, and fears* are my people experiencing today and how can we address & overcome them through communication?

When the going gets tough, the tough get going—but don't go invisible!

5-Activity and ACTION

Just as mentioned above, uncertainty in the marketplace can often lead to a wait and see approach to decision making. Too often, this can lead to Call Reluctance, hesitation, and indecision on the part of the salesperson. This results in even lower sales due to less opportunity because of fewer calls and prospect/customer interaction. Although this relates pretty heavily to the topic above, (communication and visibility) the willingness and ability to bust through your issues, your fears, and your indecision during tough times is absolutely imperative! Many times, tough times bring about a **SLUMP** in sales. I define a **SLUMP** in an acronym:

S---Saying Negative Things--This occurs when you or your people spend too much time focusing on what is NOT happening rather than the efforts necessary to change it. This is a ticket directly to LOSERVILLE!

L---Laziness of Purpose---This is a loss of focus on “What you intend to be” that causes too much “what if” thinking and, thus results in no ACTION!

U---Undecided---Indecision is one of THE WORST things that results from a tougher economy (especially for a leader). There are three types of decisions: right decisions, wrong decisions, and NO decisions. Indecision KILLS a sales culture and a book of business. Make a decision and take ACTION---even if it is the wrong one, the decision to ACT is the right one!

M---Misdirected---When we are negative, unsure, and undecided, we have a major tendency to work on the *wrong* things. Although we remain busy, the fact is that *busyness doesn't translate to business!* Always stay focused on your highest and best use—especially during tougher times!

“Poor-Me” Attitude---Finally, the worst thing that a tough market can do to you or your people is to get you into the role of a VICTIM! This is a very difficult place to come home from so be steadfast in your focus to “catch yourself” and to “catch others” from going into the pity closet.

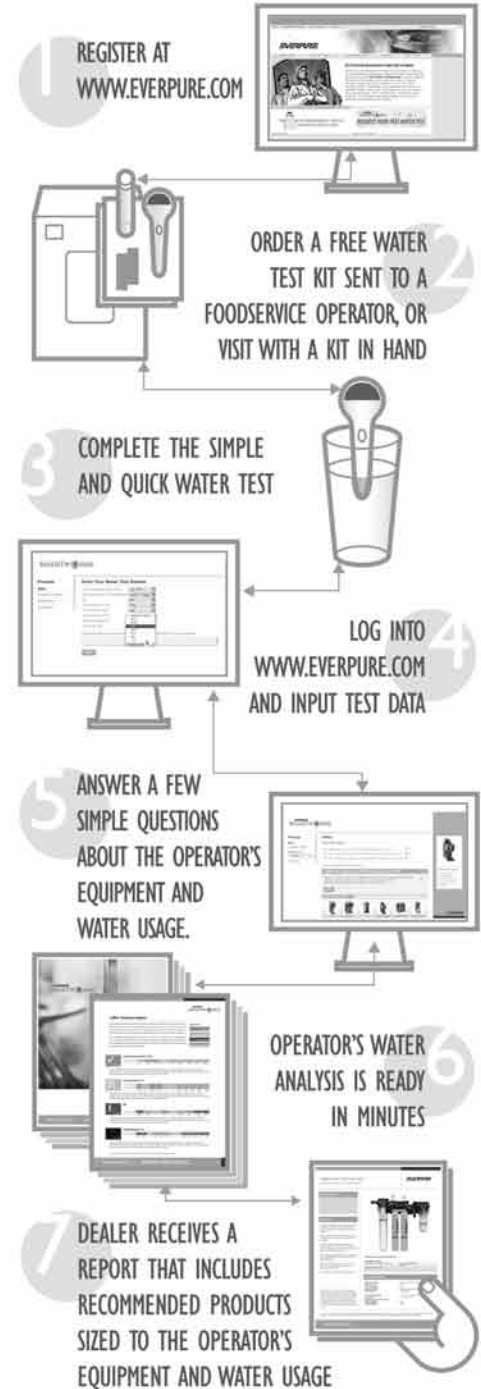
Pay attention to lack of activity, lack of focus, lack of attitude, and lack of belief within yourself and your team during these more challenging times. Each of these issues can (and often will) dig a deep hole from which it is tough to escape. Don't make issues worse by getting SOFT during this “recession.”

**Get clear, get focused,
and get BUSY!**

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Special Occasions

October Birthdays

John Kinsella	Select Drink	October 1
Rogena Rice	Reliant Distribution	October 1
Eddie Garmon	Everpure - Pentair Foodservice	October 2
Michael Haddad	Master Draftsman	October 5
John Pickin	Pickin's Co.	October 8
Paula Fitzgerald	Al's Beverage Co.	October 10
Marjorie Wood	Al's Beverage Co.	October 15
Bill Harris	Better Beverages	October 21
Paul Bynum	Beverage Control	October 27

Anniversaries

James & Paula Fitzgerald	Al's Beverage Co.	October 3
Ed & Lil Roviario	Swanel, Inc.	October 22
Mike & Michelle Smith	SHURflo - Pentair Foodservice	October 26
Thomas & Karen Durana	All-County Dispensers	October 27

November Birthdays

Philip Roviario	Swanel	November 6
Marian Howard	IBDEA	November 7
Pat Tierney	APEX	November 8
Lenette Egan	McDantim, Inc.	November 9
Brian Young	Beverage Control	November 9
David Erdman	Bar Controls of Florida	November 12
Marsha Erdman	Bar Controls of Florida	November 12
Justin Trafton	McDantim, Inc.	November 13
Jay Banninger	APEX	November 14
Chris Easton	Federal Beverage Control of Colorado	November 22
Sherri Iskra	Leonard's Syrups	November 30
Denise Prickett	Pricketts Distributing	November 30

Anniversaries

John & Linda Mutch	Whittle & Mutch	November 7
James & Mary Beth Marcus	Al's Beverage Co.	November 18

December Birthdays

Maribeth Niehaus	Nor-Cal Beverage	December 1
Alan Prickett	Pricketts Distributing	December 7
Bill Regan	Broward-Nelson Fountain Service	December 8
Al Roviario	Swanel, Inc.	December 11
Ed Roviario	Swanel, Inc.	December 11
Martie Young	Beverage Control	December 13
Jean Ann Bugajewski	Leonard's Syrups	December 15
Linda Mutch	Whittle & Mutch	December 22
Cheryl Finnie	Carbonic Systems	December 23

Anniversaries

Nate & Sharon Katz	Philadelphia Extract Co.	December 2
Lenette & Matthew Egan	McDantim, Inc.	December 12
Martie & Jim Young	Beverage Control	December 13
Marv & Marion Howard	IBDEA	December 29



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Peter Grassi, Laurie Irish-Jones, and Susan Pincus at the drawing for prizes at the East Coast Networking Event.



The Open Forum at our East Coast Networking Event.



FOCUS

On The Green

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Our special rate with PGA National is \$189/night (includes resort fee and free in-room internet). To make reservations by phone, call **800-633-9150** and reference **IBDEA** to get this special rate. To book online, you can find the link in the Member's Only section of ibdea.org or contact the IBDEA office to have the link emailed to you.

Avis is the rental car supplier for the 2011 Convention. The Avis Worldwide Discount (AWD) Number is **T313599**. Use this AWD number when calling Avis at **800-331-1600**. To book online, you can find the link in the Member's Only section of ibdea.org or contact the IBDEA office to have the link emailed to you. The discount is effective March 10 – March 29, 2011. Parking is free at the facility.

Your registration includes: admission to Thursday Night Welcome, 3 Breakfasts & 3 Lunches, Opening & Closing Receptions and Dinners, Product Fair Exhibition, Workshops, Keynote Speaker, Golf* & Alternate Activities*, Hospitality Suite and Spouse/Partner Activities.

PGA National Resort

400 Avenue of the Champions
Palm Beach Gardens, FL 33418

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* Additional charges may apply.



The 2011 Convention will be held at the beautiful PGA National Resort in Palm Beach Gardens, Florida!
March 17 – 22, 2011

Company Name

Address

Attendee 1 Name

Attendee 1 Email Address

Attendee 2 Name

Attendee 2 Email Address

Attendee 3 Name

Attendee 3 Email Address

Registration Fees

IBDEA Member Representative	\$595/person
SPECIAL-First Two Registrants**	\$945 total
Nonmember	\$795/person

Number of Attendees

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IBDEA CONVENTION 2011

FIRST TIMER OFFER SAVE 50%!

We are offering a **50% Discount** for first time attendees to the 2011 Convention.

Take advantage of this special offer by contacting us and mentioning the First Timer Offer. **This offer is restricted to current employees of Regular Members and is limited to the first 8 registrants.**

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