



Magic 8 Manager

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| <p>Pareto's Law 80/20 Rule</p> | <p>This is Pareto's Law named after an Italian engineer Vilfredo Pareto. Basically it does what it says on the tin. 80% of your sales will come from 20% of your customer base, 80% , the richest 20% of the world's population own 80% of the world's income etc. Identify your top 20% customers and see your profits rise over night!</p> |
| <p>Parkinson's Law Work will expand to fill the time available</p> | <p>From Cyril Parkinson in an article in the Economist in 1955. There may be a limited amount of work to do but human nature means that we spread it out to fit the time available, for example clock watching or paper shuffling. Allocate time to your project and you will be amazed at how more productive you become.</p> |
| <p>Trusted Adviser <u>Credibility + Reliability +</u> <u>Intimacy</u> <u>Self Interest</u></p> | <p>Credibility is about our work and is revealed in credentials and honesty; Reliability is about our actions and is about keeping our promises Intimacy relates to our emotions and ability to empathise with people Self Interest relates to our caring and focus (on customer or us?) Huge subject this – read more about it!</p> |
| <p>Quality ----- = Target Quantity</p> | <p>This was taught me 25 years ago by one of the top salesman of a famous life assurance company and is great for sales management. "Target" is always the constant, so in good old equation balance if someone isn't quite competent they need to make more calls, see more people (quantity) but of they are competent they probably close fewer and often (quality). How does your team measure up? Back to simple maybe?</p> |