

To clients and colleagues,

Wow! Where did the summer go? The kids are back in school and people are back from vacation. It's back to "normal".

Feel free to pass this free E-zine on.

To subscribe, click on my email address, <mailto:randy@randyblock.com>
To unsubscribe, hit the reply button and type, "remove" in the subject line.

Announcement:

On September 24th, I will be giving a half-day seminar on "Networking" at the Marriott in San Mateo. For details click on <http://www.6figurejobs.com/>. Pre-registration is required.

This month's featured articles are:

- #1. Hot Fields in Which Certification May Boost Your Career**
- #2. Negotiating Tips**
- #3. Using the Telephone**
- #4. Success Story**
- #5. Humor Department**

#1. Hot Fields in Which Certification May Boost Your Career

Perhaps you're feeling stuck. You are looking for something. Maybe something that would powerfully propel you into a different field. Something that could set you apart and make employers take notice. Maybe you could accomplish your goal with more education or training, but you're not in a position to go back to school at this point. The answer just might be earning a certification in your field -- or in a new field.

Click on http://www.quintcareers.com/certification/career_certifications.html

#2. . Negotiating Tips

An offer is coming. Now what?

My associate, Deb Schmidt wrote a recent article on negotiating. I thought she made some good points that you will find useful.

PREPARE —

- a. Know what you're worth both in the industry and within your organization.
- b. Determine what you hope to accomplish from this negotiation.
- c. Make sure you'll be talking to the decision-maker and learn everything you can about that individual.

SET GOALS AND LIMITS —

- a. Goals should be few, specific and realistic.
- b. Distinguish between your negotiation goals and your personal goals.
- c. Your limits define what you are willing to give up in order to get what you want.
- d. Don't state your limits early in the negotiation or you may paint yourself into a corner.

MAINTAIN EMOTIONAL DISTANCE —

- a. Emotional distance gives you the opportunity to objectively review the negotiation process.
- b. Stop for a coffee or restroom break to pause the process for 10 minutes. This benefits both parties by keeping the negotiation more focused and effective.
- c. In high stress situations you can ask for a night to sleep on the decision or run it by someone like your partner or spouse.

KNOW WHEN AND HOW TO CLOSE —

- a. Watch the other person's body language for signs of receptivity.
- b. Close as early in the negotiation as possible.

- c. Ask "what if" questions to get buy-in. (What if we could increase your employee retention by five percent?)
- d. "No" is a close. Maintain a positive attitude and sincere enthusiasm in spite of the outcome.

#3. Using the Telephone

How are you on the phone?

The telephone is arguably the most important tool used in business relationships.

--Return all phone calls within forty-eight hours.

--When making a call, ask if it is a good time to talk, if not schedule another convenient time.

--State the purpose of your call and indicate you would like a few minutes of their time. Do not take any longer.

--When leaving a message, state your name, purpose, and action needed, clearly and succinctly. And most importantly, when leaving your phone number, speak slowly.

--When calling a contact referral, state your name and who referred you. For example, "Hello (name), my name is Randy Block. (so and so) suggested I give you a call about..."

--Avoid multi-tasking while on the phone. People can hear you typing on your computer or shuffling papers. This shows you are not focused on them. Remember, "To do two things at once is to do neither well."

By Andrea Nierenberg. You can reach her at andrea@selfmarketing.com

#4. Success Story

Ron Age 59

Ron had a very successful career in advertising and marketing. He held senior positions with J. Walter Thompson and McCann-Erickson advertising. He made a reputation building brand value through customer acquisition programs based on measured Return-On-Investment from Integrated Marketing.

He lost his job in 2001. Despite being nationally known, he was having a difficult time finding a position. With vision and a good sense of the possible - and in the true spirit of "networking" - he hooked into an interim revenue stream; a company called Excel Telecommunications in the \$28 billion Network Marketing industry. He has successfully transferred his talents and his business is exploding.

For more information, check out his **website** <http://www.excelir.com/buckhammer> “

#5. Humor Department

Workplace Vocabulary

BLAMESTORMING: Sitting around in a group, discussing why a deadline was missed or a project failed, and who was responsible.

SALMON DAY: The experience of spending an entire day swimming upstream. Only to get screwed and die in the end.

CUBE FARM: An office filled with cubicles.

PRAIRIE DOGGING: When someone yells or drops something loudly in a cube farm, and people's heads pop up over the walls to see what's going on.

MOUSE POTATO: The on-line, wired generation's answer to the couch potato.

SITCOMS: Single Income, Two Children, And Oppressive Mortgage. What yuppies turn into when they have children and one of them stops working to stay home with the kids.

WORDS THAT INSPIRE:

“One cannot solve problems with the same level of knowledge that created them.”

--Albert Einstein (1879-1955)

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Your comments and feedback on this E-zine are welcome!!