

Leadership Influence



March 4, 2019



My Feed Industry Experience

Since 1973

MoorMan's (ADM Animal Nutrition)

- \$Billion Company



28 Years

Sales Rep / Mktg Mgr / Acctg Mgr
Corp Controller / Corp Cash Mgr
Operations Mgr / General Director

Blue Seal Feeds, Inc (Kent Nutrition Group)

- 12 feed mills
- 10 company-owned stores
- 1,000 independent dealers



8 Years

VP-Sales / President

FEED MARKETING LLC

- Business Advisors to the Feed Industry
- 20+ Advisors on the Team



10 Years

Owner/Advisor

Trusted Feed Industry Advisors



FEED
MARKETING

Serving the Feed Industry Since 1973

Feed Industry
Business Advisory Firm



What We Do for Our Clients

Business Development

- Market Research
- Strategic Planning
- Marketing / Branding
- Distribution Strategies
- Strategic Alliances
- Networking / Advocacy

Personnel Development

- Organizational Alignment
- Succession Planning
- Leadership Development
- Goals & Objectives Programs
- Talent Recruitment & Selection
- Sales, Coaching & Service Training

Financial Analysis

- Financial Review, Margin/Cost Analysis
- Performance Benchmarking & Tracking
- Business Valuations
- Raising Capital

Compliance & Operations

- Food Safety Plan Review & Compliance
- OSHA Review & Compliance
- DOT Safety, Review & Compliance
- Label Claims & AAFCO Related Guidance
- Staffing & Shift Studies
- Process Flow Analysis
- Capital Project Advice
- Operational Improvement Advice

Acquisitions & Divestitures

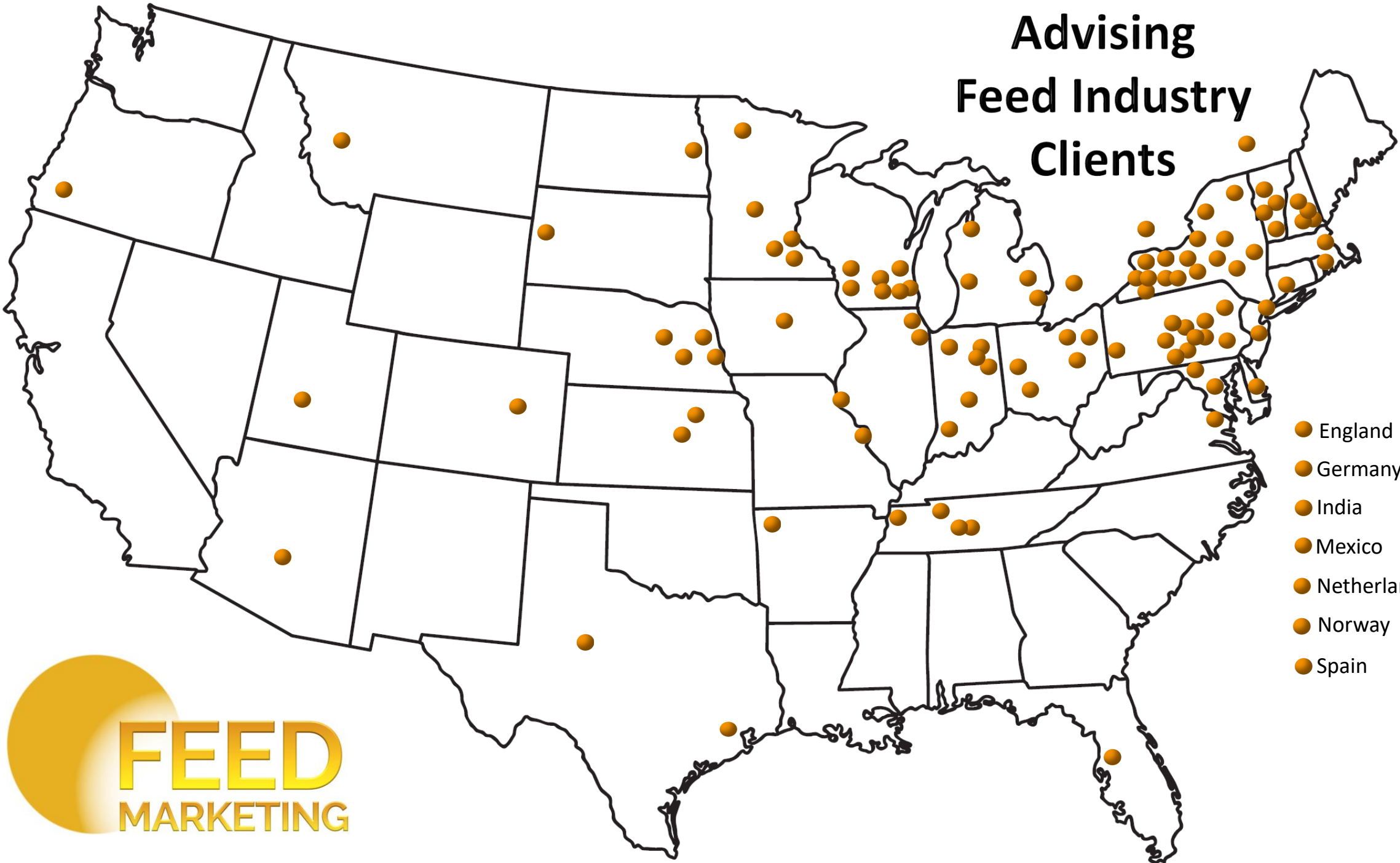
Sell-Side Guidance

- Value Determination
- Positioning & Marketing
- Identifying & Soliciting Prospective Buyers
- Negotiating a Deal

Buy-Side Guidance

- Acquisition Strategies
- Identifying & Soliciting Prospective Companies
- Value Determination
- Negotiating a Deal

Advising Feed Industry Clients



Our Team of Advisors



Randy Schwalke *CPC*

Owner, FEED MARKETING LLC
Over 40 Years of Feed Industry Experience
Strategy, Training, Operations, Finance, M & A



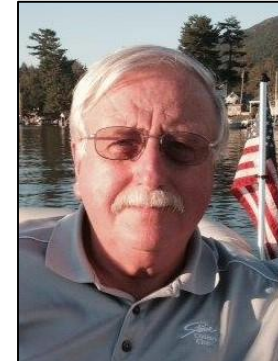
Rich Galutia

Owner, OSH Solutions LLC
Over 20 Years of Feed Industry Experience
FSMA, SFSF, OSHA & DOT Compliance



Doug Sterkel

President, Sterkel Crotty Investment Banking
Nearly 30 Years of Feed Industry Experience
Investment Banking



Rich Casler

Chairman, Feed Ingredient Trading Corp
Over 40 Years of Feed Industry Experience
Ingredient Procurement & Merchandizing



Brian Snader *CPC*

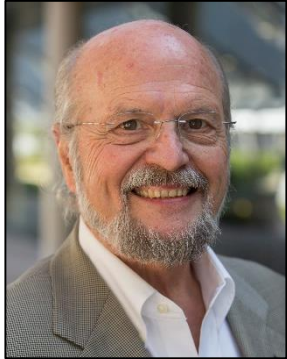
VP, Integrity Solutions LLC
Over 20 Years of Feed Industry Experience
Sales, Customer Service & Coaching Development



Jay Davis

Director, Repete Corporation
Nearly 30 Years of Feed Industry Experience
Feed Mill Automation

Our Team of Advisors



Bob Anderson

Founder & Principal, Sustainable Strategies LLC
Over 40 Years of Feed & Food Industry Experience
International Trade / Organics



Del Mitchell

Partner, Schmiedeskamp Robertson Neu & Mitchell LLP
Over 40 Years of Feed Industry Experience
M&A, Corporate & Commercial Law



Barry & Julie Corman

Owners, Corman Bag Company
Over 30 Years of Feed Industry Experience
Innovative Packaging Solutions



Patrick Clark, PhD (K-State Univ)

CEO, C6 Advantage
Nearly 15 Years of Feed Industry Experience
**Feed Manufacturing, Grain Processing,
Regulatory Compliance & OEM (incl
International)**



Bill Van Lue

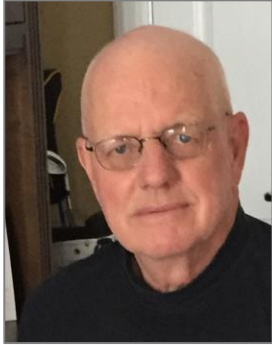
Owner, Van Lue Consulting
Over 30 years of Feed Industry Experience
Operations & Supply Chain Management



Peter Schott

Co-Founder, Genesis Feed Technologies
Over 10 Years of Feed Industry Experience
Information Technology

Our Team of Advisors



Terry Glenister

Principal, AGRI - Associates
Nearly 20 Years of Feed Industry Experience
Professional Search & Placement



Mike Driver

Advisor, FEED MARKETING LLC
Over 30 Years of Feed Industry Experience
FSMA/SFSF, Operations & Capital Project Mgmt



Bill Whitney

Advisor, FEED MARKETING LLC
Over 40 Years of Feed Industry Experience
Logistics (truck & rail)



Al Yoder

Auditor, Validus Services
Over 40 Years of Feed Industry Experience
FSMA/SFSF, Operations & Capital Project Mgmt



Herb Polzin

Advisor, FEED MARKETING LLC
Over 40 Years of Feed Industry Experience
Feed Formulation & Regulatory Compliance



Erik Ferrell

Advisor, FEED MARKETING LLC
Over 20 Years of Feed Industry Experience
Graphic Design Illustration

Our Team of Advisors



Chuck Huckins

Over 20 Years of Experience

Web Design and FileMaker Databases



Meegan VanCamp

Advisor, FEED MARKETING LLC

Over 40 Years of Life Experience 😊

Event Planning & Admin Support

Feedstuffs, March 4, 2019

Feedstuffs Reprint

How best to coach depends on style

FEED MARKETING ADVISORS

By **BRIAN SNADER** and **RANDY SCHWALKE***

HERE are two scenarios that might sound familiar. First, say you have a great coaching conversation with one of your sales reps. When you ask about the results they're celebrating, they can't wait to list them all out. You focus on what they need to do next and what outcomes they need to achieve, and then you quickly move into action steps and goals to take them to the next level. The rep makes some quick decisions — even cutting you off before you can finish — and leaves fired up, ready to go rack up some more wins. Then, the very next day, you meet with another sales rep with a similar track record and performance history, but even

too. So, if they're goal driven and like structure and control, their coaching style will reflect that. This works great for those employees who behave in the same ways. For those who don't, it's an entirely different story.

These differences are often the result of different "Behavior Styles," which are based on patterns of external, observable behaviors.

The most effective coaches know what their own style is and, most importantly, focus on how they need to adapt to meet the needs of different people on their team. Once you know what you're looking for, it becomes much easier to "read" people and understand how they approach their work, what makes them feel valued and what motivates or resonates best with them.

Coaching by style

Let's take a closer look at the four differ-

1. **Doers** (direct, guarded and task focused) are take-charge people who are known to be decisive risk takers, competitive and fearless (no obstacle is too big to overcome) and ensure bottom-line results.

Tips for coaching doers include:

- Help them set challenging goals, and let them take the lead, when appropriate, within defined parameters.
- Vary their routine to keep them engaged.
- Manage their tendency toward conflict by backing up statements with facts.
- Complement them on accomplishments and their willingness to take risks.

2. **Controllers** (indirect, guarded and task focused) are detail-oriented and function best when they can: organize carefully and thoroughly, follow rules, regulations and procedures to the letter, reserve opinions until fully researched and plan to meet specific expectations. Tips for coaching controllers include:

Feedstuffs, May 7, 2018

Feedstuffs Reprint

Plant automation has many benefits for feed industry

FEED MARKETING ADVISORS

By **JAY DAVIS** and **RANDY SCHWALKE***

FACING the reality of labor scarcity, worker safety and regulatory compliance requirements, the global feed industry is increasingly looking for higher levels of automation.

Additionally, continuing industry consolidation and the resulting ever-increasing need for efficiency to remain competitive are driving the feed industry to consider a more autonomous approach to its businesses.

Over time, automation has evolved from machine-specific to process-specific

certainly are not optimized. Many plants lack the "connective tissue" between process areas that is required to support full traceability.

"Islands of automation" from different controllers in different process areas means that work cannot be automatically scheduled, coordinated, optimized and reported. This reduces the efficiency of the mill and introduces risk. Improperly mixed feed, rework and even safety concerns can result when islands of automation exist or a system is not properly designed, defined and tested. These risks are shared by large and small enterprises alike.

A common mistake companies make is that they first establish a design and then go in search of a solution. Generally, very

tives, look for automation providers that maintain an ongoing commitment to investment and innovation. Those who make that commitment and can invest will continue to evolve and produce new generations of intelligent and agile automation solutions.

Intelligence refers to the ability of a system to analyze vast amounts of production data and learn/adapt along the way. This allows systems to autonomously improve the performance of machines, processes and plants as part of a smart manufacturing ecosystem.

Agility refers to a system that can adapt to a changing environment, whether that means easily changing the process by adding equipment or devices or publishing data to support or produce a metric

Feedstuffs, February 11, 2019

Feedstuffs Reprint

Keep your brand promise to build trust

FEED MARKETING ADVISORS

By **RANDY SCHWALKE***

OVER the years, the feed industry's view of "branding" has been pretty much limited to the company logo, tagline, marketing motto, website and product names. We've tended to think of branding as something applying primarily to consumer product companies or specialty feed companies selling "branded" feeds.

Particularly in the commercial feed categories, we've marketed our products on the merits of cost of production, daily gain, income-over-feed-cost or some other left-brain, logical premise. Even price per ton continues to prevail

decisions, but the process is incomplete unless you obtain direct feedback from customers with a structured and disciplined approach that validates what they say with what they do.

Direct customer feedback provides companies with the best opportunity to hear what customers really like, dislike and want. Don't spend too much time sorting out their wants from their needs. Simply put, if they want it, they need it. The reverse, however, is not always true.

2. **Understand the competition.** More than likely, you know your competition. You may even know them too well, resulting in opinions that shape ill-fated strategy based on bias or outdated points of reference resulting from changes in competitor strategies.

Only by talking with customers and

the hearts and minds of customers. The competition might be more or less successful than your company. It doesn't really matter. You can learn what works and what doesn't from them all. To best compete, you need to take the time to understand what customers value most.

3. **Understand your company's core competencies and Achilles heel.** A traditional "SWOT Analysis" (strengths, weaknesses, opportunities and threats) typically contributes little more than to satisfy a traditional business plan requirement. The identified "strengths" often become a list of long-held perceptions of our greatness, while the "weaknesses" can be little more than a list of the most recent customer complaints. Unless the strengths and weaknesses reflect an honest assessment of your cur-

Feedstuffs, September 4, 2018

Feedstuffs Reprint

10 principles for selling with integrity

FEED MARKETING ADVISORS

By **BRIAN SNADER** and **RANDY SCHWALKE***

WHY does one salesperson with the same background and experience as another outsell the other by five times or more? What are the key factors that attract customers to do business with an organization or a salesperson?

In today's commoditized and highly competitive feed industry, establishing a competitive advantage is often less about strategies and products than the day-to-day actions of your salespeople.

This article focuses on insights gained over 40 years of feed industry observation and research to validate the specific

built long-term customer relationships and consistently achieve sales success.

Values-driven principles

Principle 1: Selling is a mutual exchange of value.

Underlying belief: Selling is a noble profession of creating value for others and being rewarded for it in return. Salespeople who perceive what they do as creating value for people and/or organizations have a positive attitude about selling that increases their focus on customer needs. They recognize and expect to be rewarded for creating value for others and are energized by this belief.

Principle 2: Selling is not something you do to people; it's something you do for and with them.

est closure rate of all prospects.

Principle 3: Developing trust and rapport precedes any selling activity.

Underlying belief: Your first sale is you. A potential customer must perceive that you have their best interests in mind before they will buy from you. You must build rapport by adapting your communication style to your potential customer's style. When you focus on understanding a customer's wants and needs, you break through their natural psychological barriers. At that point, you will begin to establish trust in the relationship.

Principle 4: Understanding people's wants or needs must always precede any attempts to offer a solution.

Underlying belief: Asking the "right" questions of a potential (or current) cus-

Feedstuffs, January 14th, 2019

Feedstuffs Reprint

Emotional intelligence: A key to great leadership

By **BRIAN SNADER** and **RANDY SCHWALKE***

FEED MARKETING ADVISORS

THERE'S no question that it takes specific knowledge and functional expertise to build and lead a successful feed business.

However, as Daniel Goleman detailed in his groundbreaking book *Emotional Intelligence: Why It Can Matter More than IQ*, research shows that up to 90% of performance effectiveness is due to emotional savvy rather than technical knowledge.

Emotional intelligence produces traits such as stability, persistence, the ability to stay calm under pressure and resilience in the face of challenging situations and change — conditions that describe the daily reality for most companies in

their belief boundaries and reach higher levels of performance.

Expanding belief boundaries in others. We unconsciously evaluate our life experiences — successes, failures, moments of despair and moments of exhilaration — to create perceptions of the kind of people we are. The result is we:

- Form boundaries of our own inner beliefs;
- Make assumptions about our abilities that directly relate to our inner beliefs, and
- Use our inner beliefs as a mental paradigm that controls and regulates our actions, feelings, behaviors and abilities.

Habits that support emotional and social intelligence. To maximize the organizational benefits of emotional and social intelligence, managers need to cultivate habits that build their employee's self-confidence and positive outlook toward achieving superior performance. Inspire others through focused direction:

- **Create a positive vision of the future.** Communicate the vision and the value it creates for clients and employees. Help your team feel emotionally connected to their role in achieving this vision.
- **Develop goal clarity.** Provide the ability to define and reach higher goals, and understand how goal clarity can be driven by a deep emotional need to succeed.

Feedstuffs, October 1st, 2018

Feedstuffs Reprint

Plan for success, not just for succession

FEED MARKETING ADVISORS

By **JAMES RAPP** and **RANDY SCHWALKE***

WHO ever would have thought that company names such as Kodak, Pan Am, Blockbuster, Radio Shack, Toys "R" Us or even Sears would lose their glow? In the same vein, could anyone envision their own business models becoming obsolete?

What these and many other businesses — large, medium and small — have in common is that each may well have engaged in succession planning, but what they did not engage in was *success* planning!

was that no one needed buggy whips anymore.

The fact that the very best people oversaw the buggy whip business and were cued to take over didn't help. The business did not plan for its future success, only for succession. The buggy whip has become a classic example of an industry rendered obsolete.

A common but limited view of succession planning answers the question: Who will take over running the business? The protocol typically is to identify key positions, the capabilities required for those positions, which people might assume them, a plan to transfer knowledge and responsibility to those who are qualified and eventually determine whether the person is up to the task. Planning may be complicated by family dynamics and

the future. It is an essential business. People need to eat. The global demand for animal products continues to increase. While the number of functioning feed mills has decreased through consolidation, those that remain are expanding to meet a growing call for their products and services.

Regardless of the size of one's business and the inevitable need for a feed industry, planning for future success requires a serious look at one's own business. Taking time to explore and forecast the future and one's place in the industry is essential. Quite simply, what are we succeeding to?

- Questions abound:
- What is the mission of your business, apart from being profitable?
 - What is your current customer base,



Our Team's Industry Affiliations/Events





FEED MARKETING Webinar Series

**Interactive Webinars on
Timely Topics
of Interest to Our Clients**





9th Annual FEED MARKETING Workshop

February 18 - 20, 2019

Ocean Reef Club
Key Largo, FL



Leadership's Role

- Everything rises and falls on leadership

- ✓ The vision we cast
- ✓ The wisdom we impart
- ✓ The decisions we make
- ✓ The examples we set
- ✓ The leaders we choose
- ✓ The people we hire
- ✓ The people we fire



- Your company's prosperity is on you.
- And every member of your Leadership Team should be expected to understand the same about their roles.

But It's Pretty Simple. . .

Leadership is. . .

Influence

Nothing More & Nothing Less



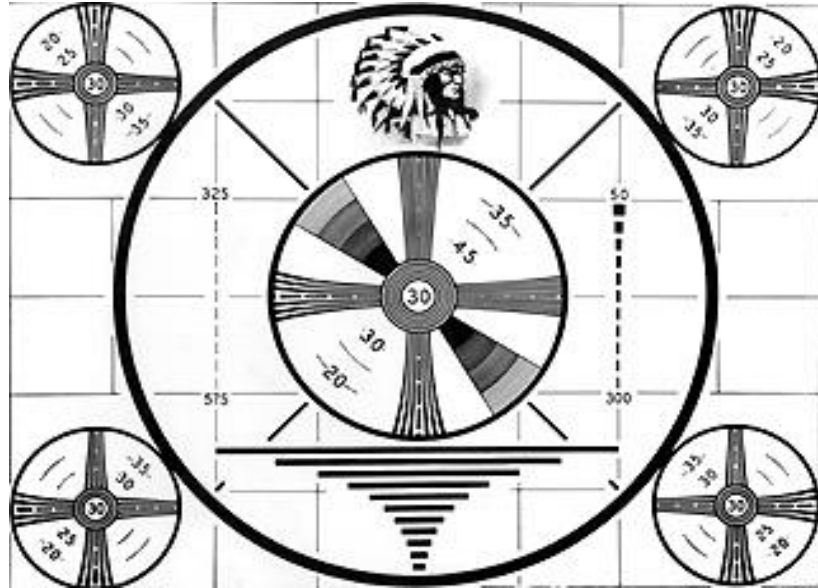
“He who
thinketh he
leadeth
but hath no
followers
is only out for
a walk”

Leadership effectiveness is determined by. . .

Why People Follow

Back in the Day. . .

- Made every decision
- Knew every detail
- Knew every customer
- Replaced unhappy employees. . .not a problem
- And the workforce was made up of Baby Boomers & older



These Days. . .

- Business has grown and become more complex.
- The industry is consolidating. . .fewer/bigger customers and bigger/tougher competitors.
- The pace of business and change is getting harder to keep up with.
- And good people who are willing to work are hard to find/keep.
- Technology is accelerating and playing a more important role.
- The millennial workforce has different expectations of the job.





5 Levels of Leadership (Dr John Maxwell)

Levels of Leadership Effectiveness

1 - Position

2 - Relationship

3 - Results

4 - Growth

5 - Respect

The higher the level,
the greater degree of
influence and following



5 Levels of Leadership (Dr John Maxwell)

Why do they follow?

have to

1 - Position

want to

2 - Relationship

**what you've
done for
the company**

3 - Results

**what you've
done for
them**

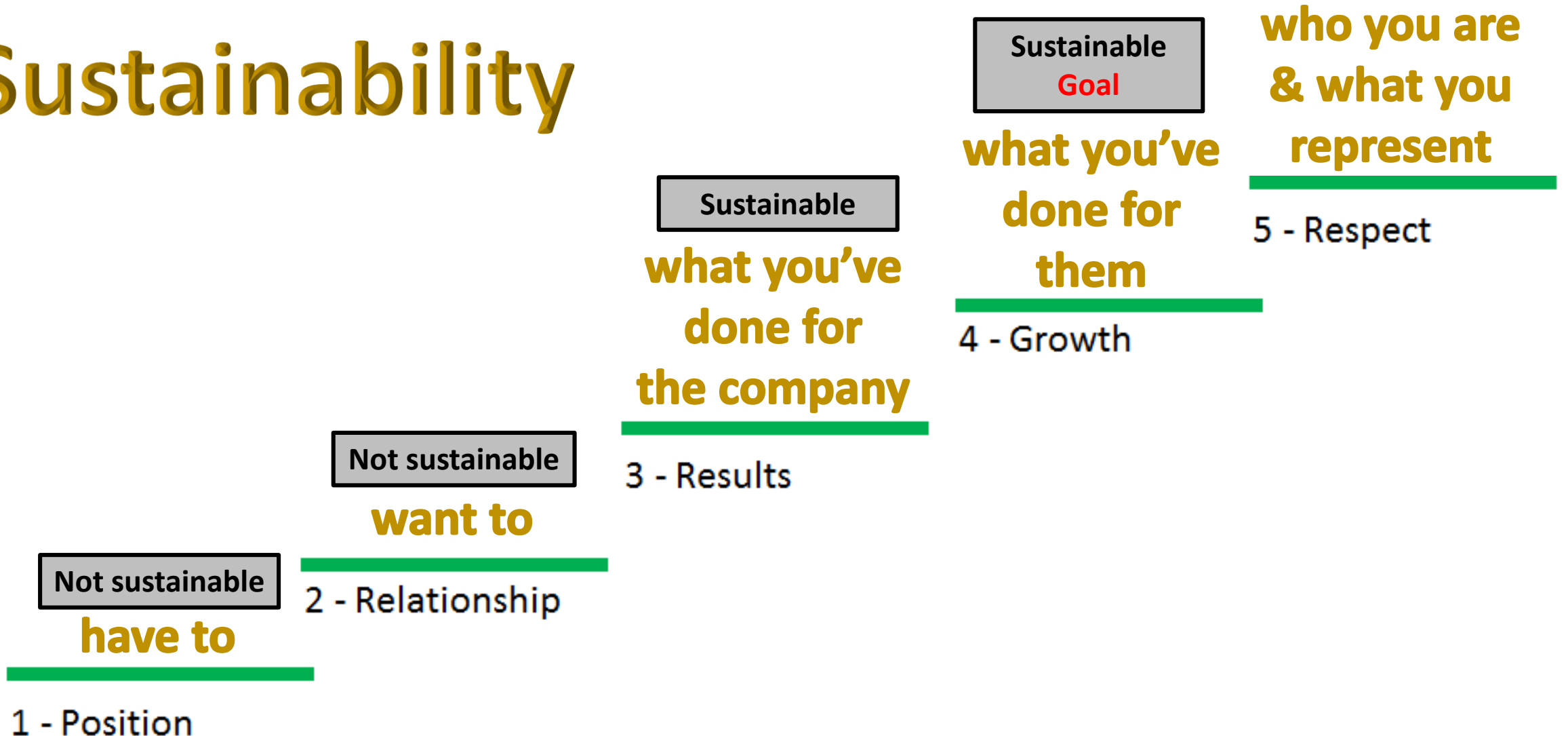
4 - Growth

**who you are
& what you
represent**

5 - Respect

5 Levels of Leadership (Dr John Maxwell)

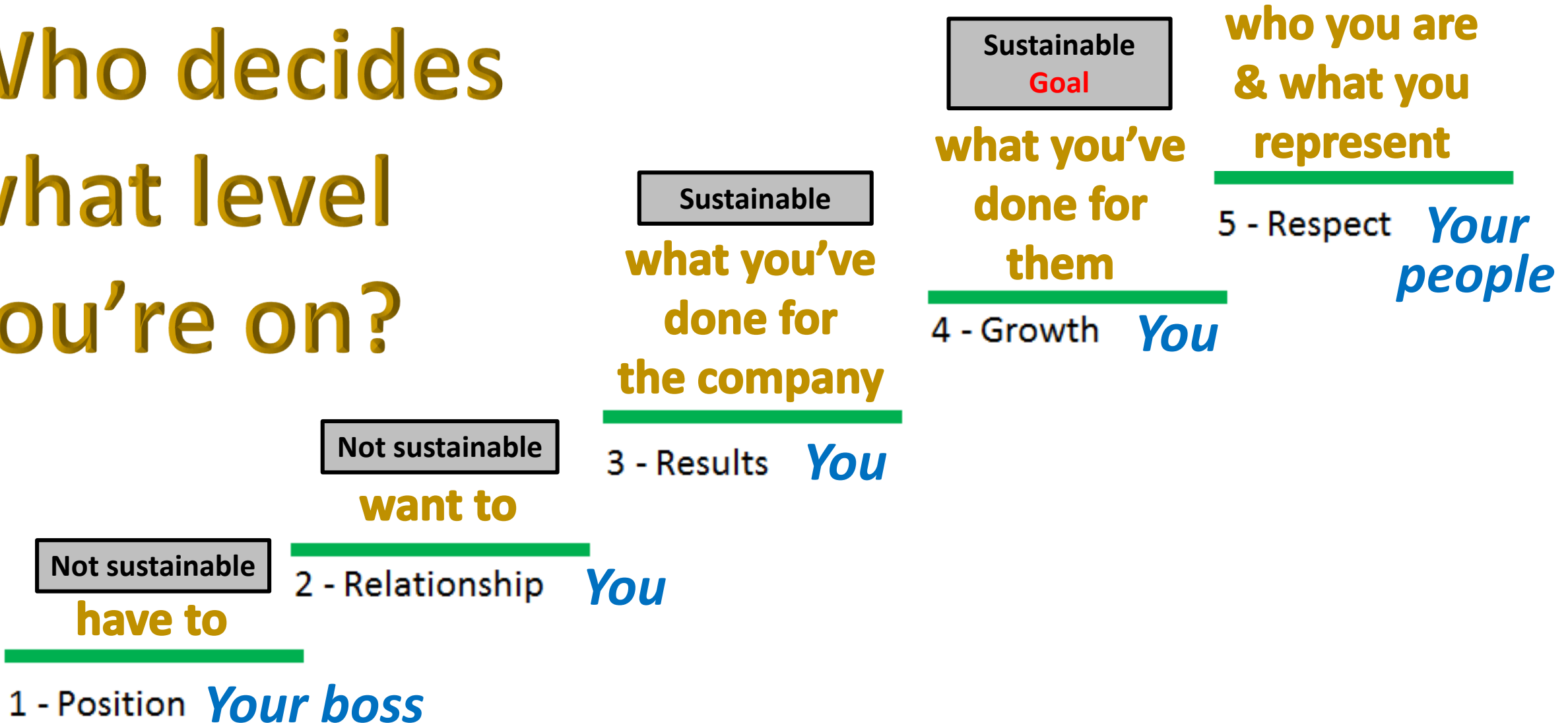
Sustainability





5 Levels of Leadership (Dr John Maxwell)

Who decides what level you're on?





5 Levels of Leadership (Dr John Maxwell)

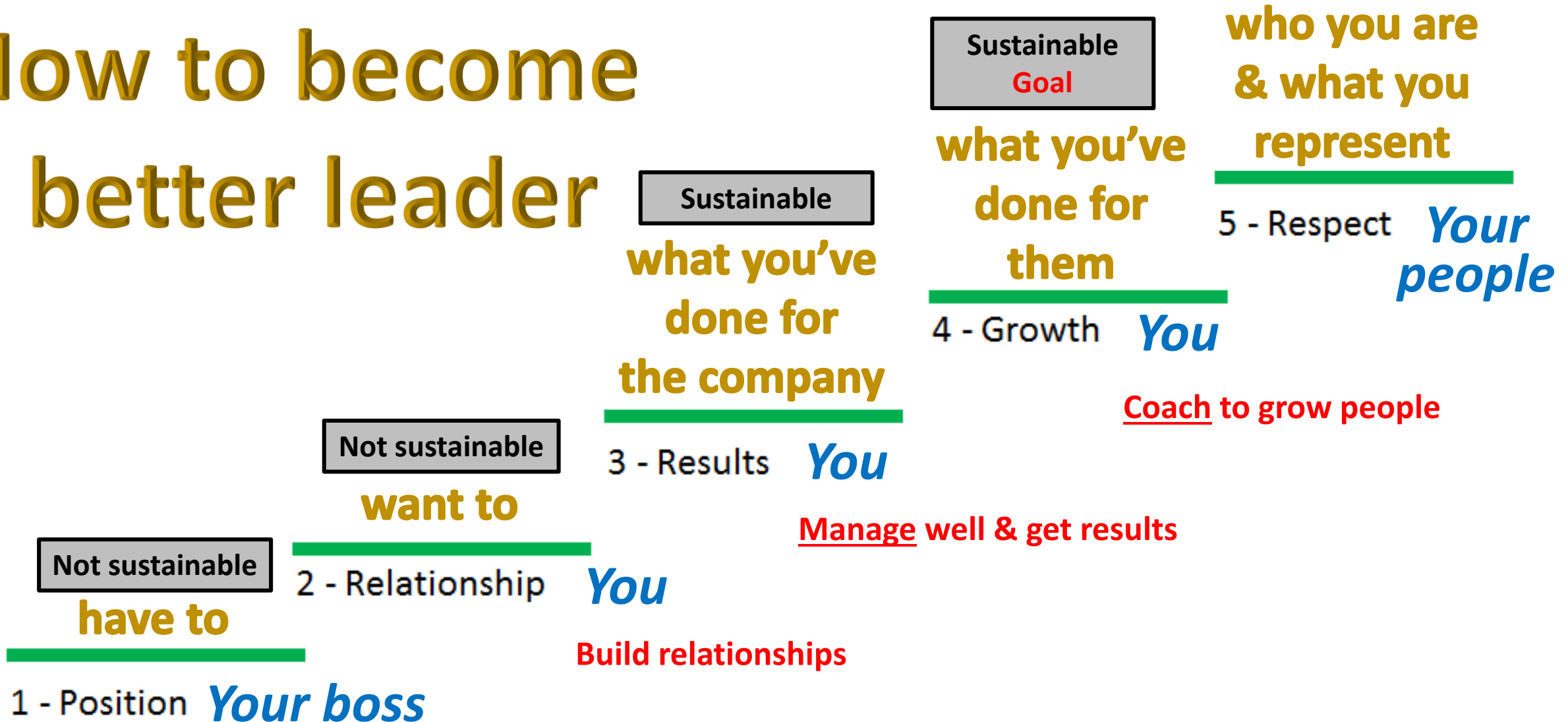
How to become a better leader





5 Levels of Leadership (Dr John Maxwell)

How to become a better leader



3 Dimensions of an Effective Leader



5 Levels of Leadership (Dr John Maxwell)

Good Guy
 + Good Manager
 + Good Coach
 = **Effective Leader**

Not sustainable
have to
 1 - Position *Your boss*

Not sustainable
want to
 2 - Relationship



Sustainable
 what you've
 done for
 the company

3 - Results



Sustainable
Goal
 what you've
 done for
 them

4 - Growth

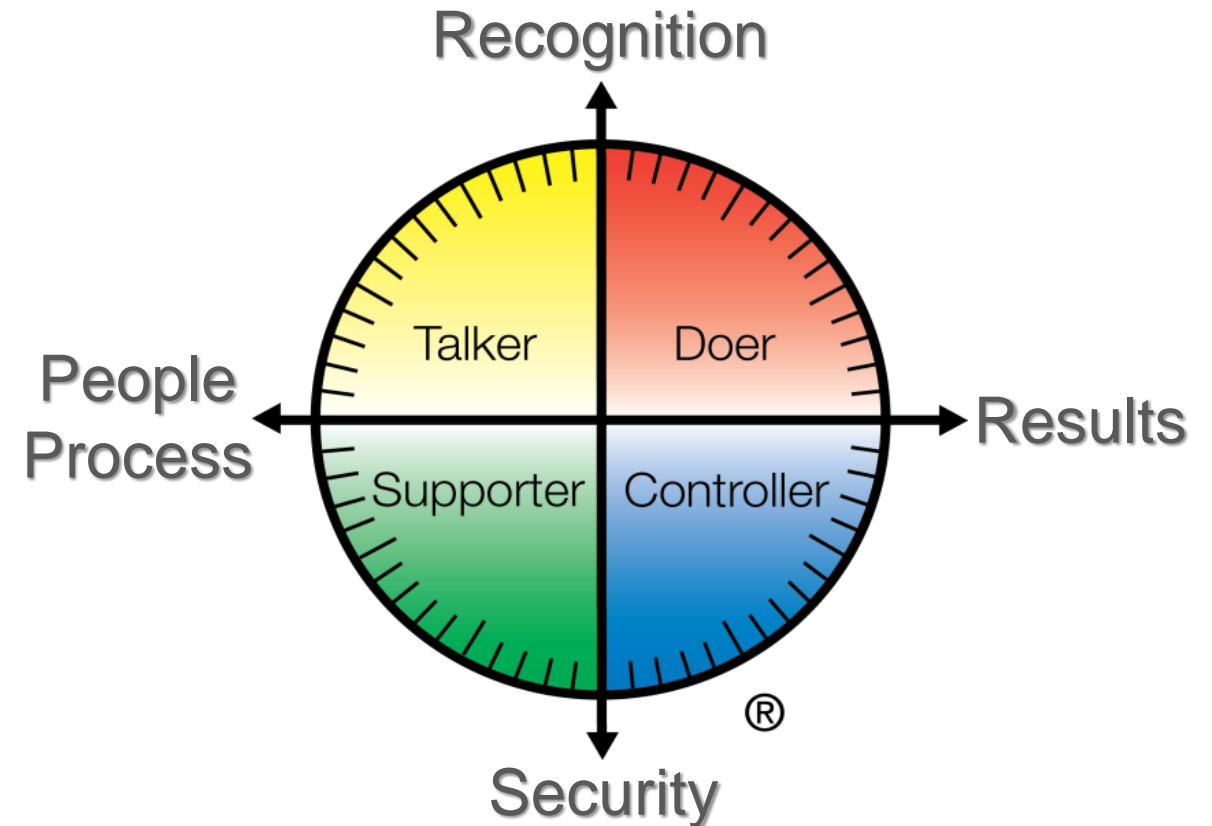


**who you are
 & what you
 represent**
 5 - Respect *Your people*



3 Keys To Being a Good Coach...

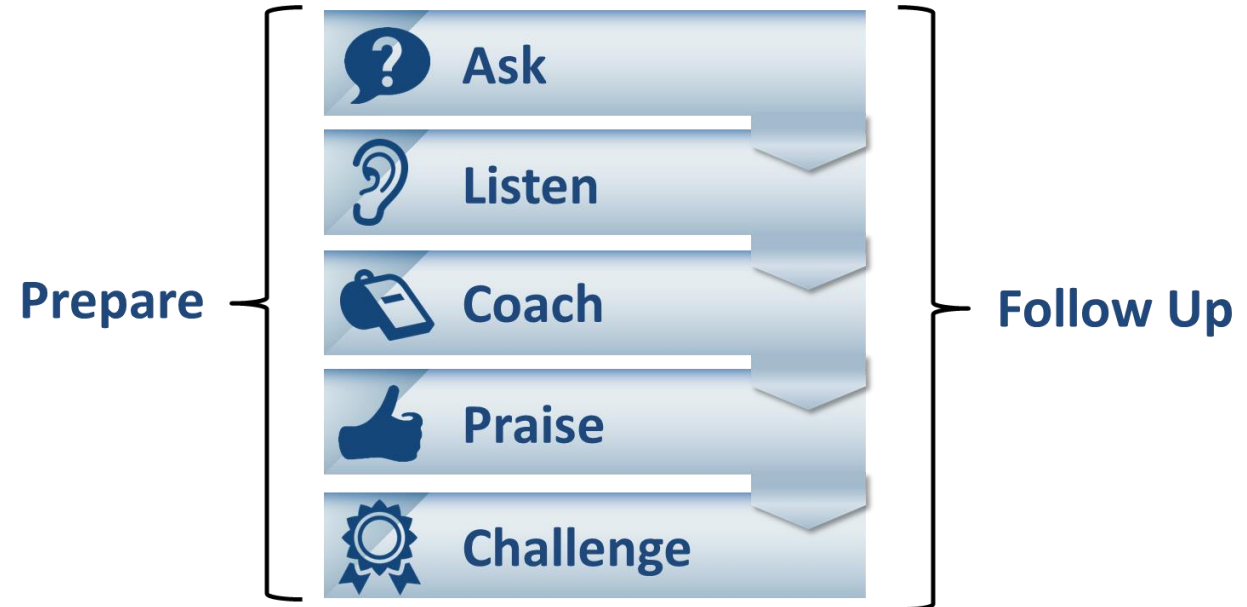
1. Understand that people are different and that coaching them effectively means that you have to adapt in order to connect.



3 Keys To Being a Good Coach...

- Understanding that people are different and that coaching them effectively means that you have to adapt in order to connect.

2. Employing a proven/structured coaching model.



3 Keys To Being a Good Coach. . .

- Understand that people are different and that coaching them effectively means that you have to adapt in order to connect.
 - Employ a proven/structured coaching model.
3. Believing in people and their ability to stretch/grow.



Adapting to Behavior Styles

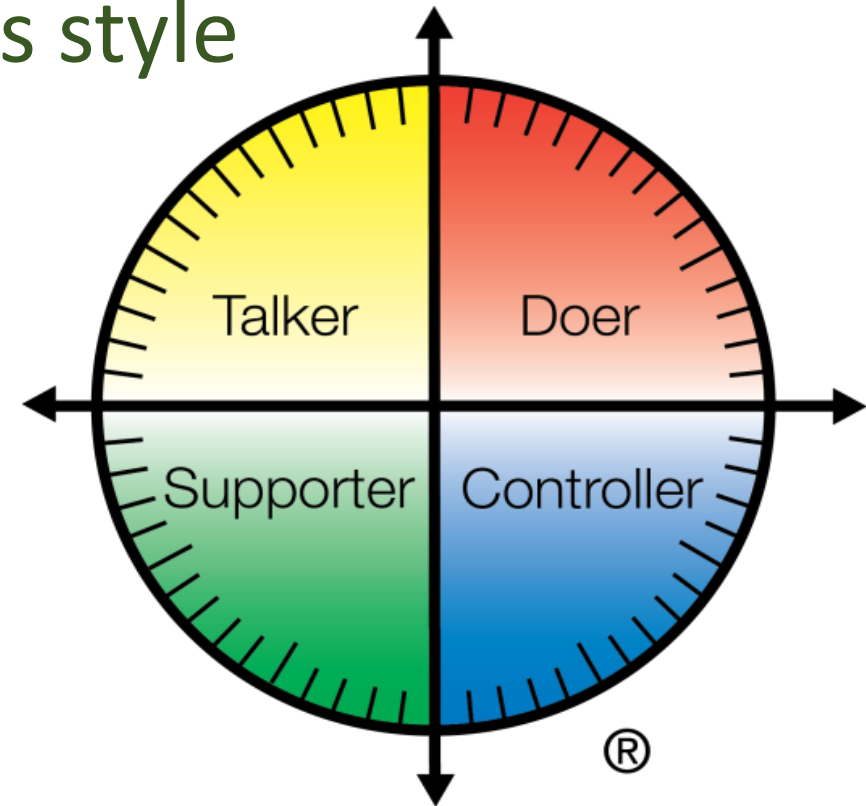
- Know and understand your style
- Identify & understand the other person's style
- Adapt to their style

Platinum Rule

“Treat others like they want to be treated”.

Golden Rule

“Do unto others as you would have them do unto you”.



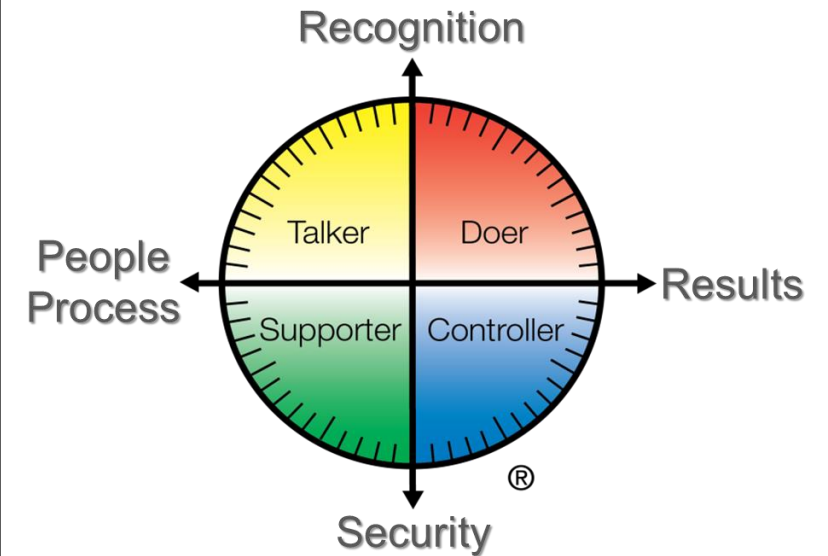
Doer – (Recognition/Results)

What Do They Do Best?

- Take charge, competitive, get things done
- Decisive risk takers
- Fearless – no obstacle is too big to overcome
- ENSURING bottom-line results

What's Hard for Them?

- Repetitiveness – doing the same tasks over & over
- Being diplomatic – can come on strong in conversations
- Lots of rules and regulations
- Opening up – not shy, but private about personal matters



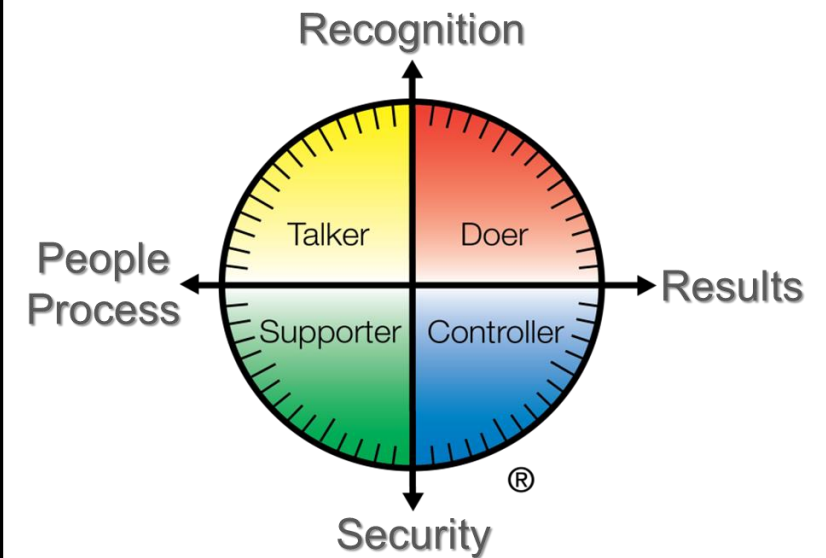
Talker – (Recognition/People-Process)

What Do They Do Best?

- Inspire others to take action
- Think fast on their feet – optimistic, intuitive, creative
- Full of ideas but can be impulsive in trying them
- PROMOTING ideas, opportunities or people

What's Hard for Them?

- Restrictions or routines
- Formal reports or keeping detailed records
- Routine – easily bored
- Re-doing anything once it has already been done



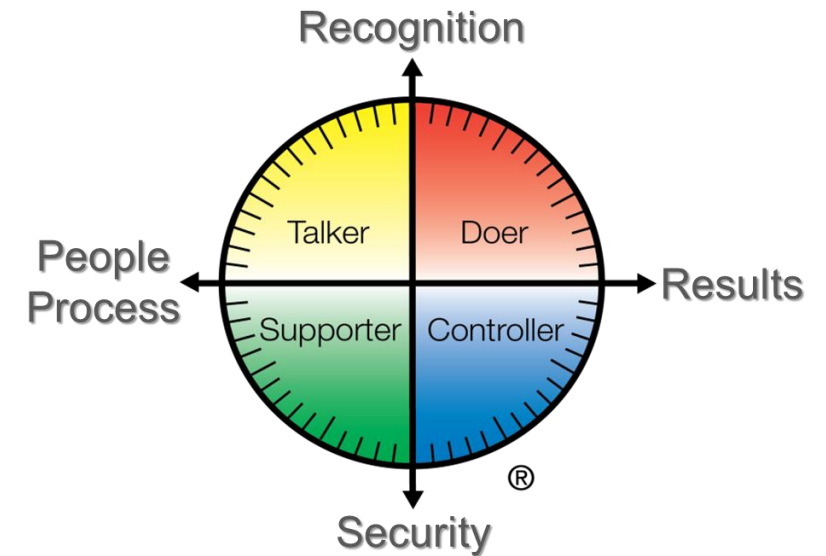
Supporter – (Security/People-Process)

What Do They Do Best?

- Bring harmony to group situations
- Friendly & sensitive – great listener
- Build networks of friends to help do work
- COORDINATING and COOPERATING with others

What's Hard for Them?

- Competition
- Working with dictatorial or unfriendly people
- Slow making big decisions – dislike change
- Voicing contrary opinions



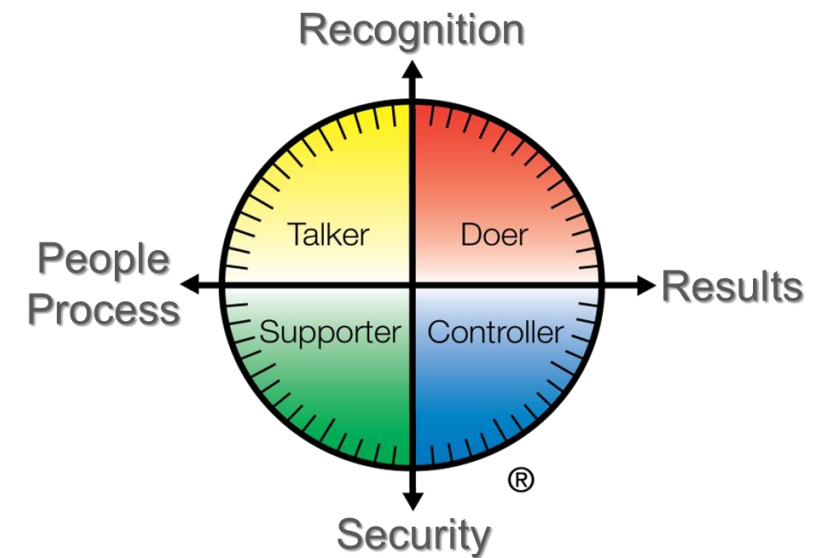
Controller – (Security/Results)

What Do They Do Best?

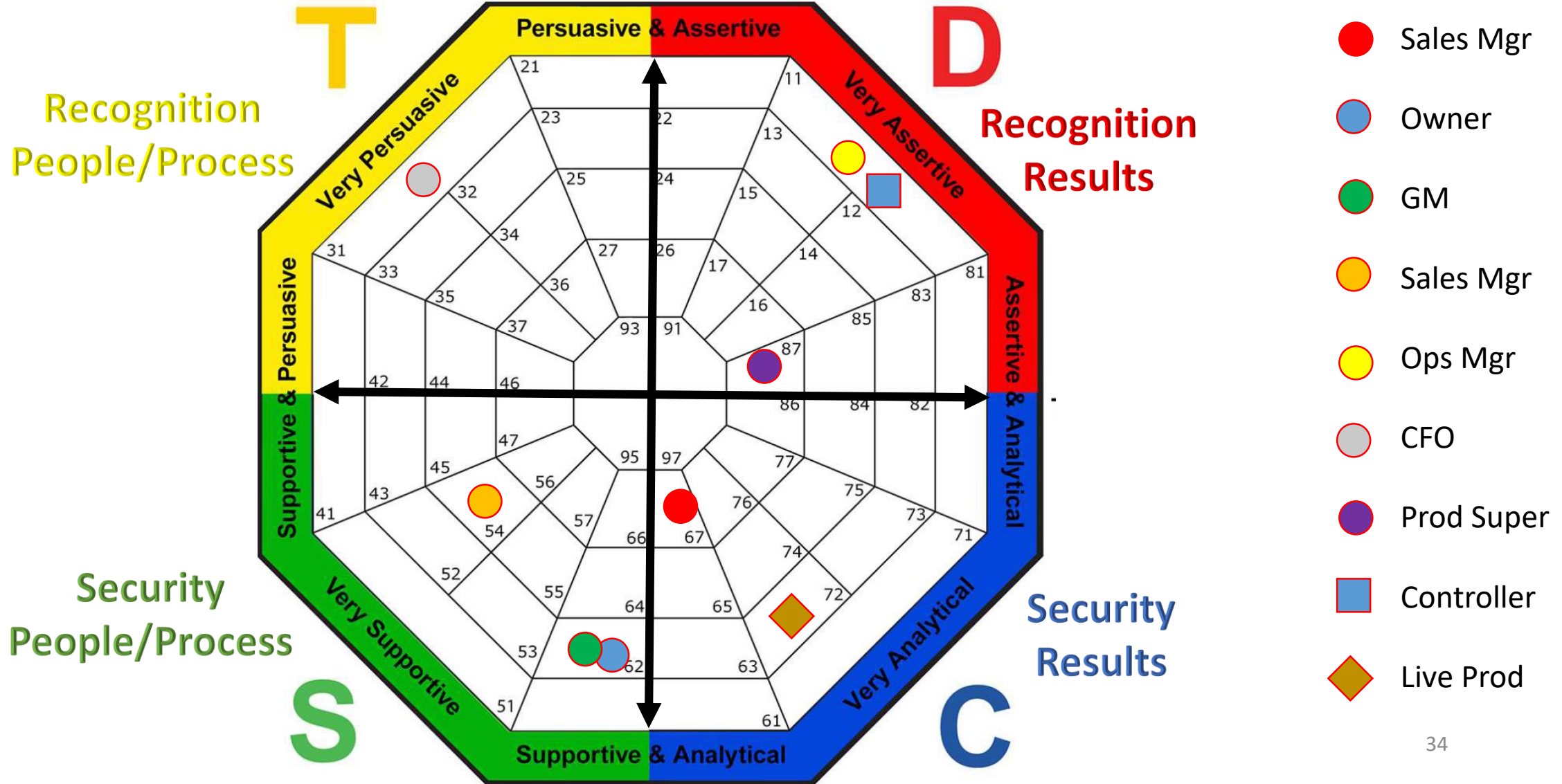
- Highly organized; they even plan spontaneity
- Plan thoroughly before deciding to act
- Quick to think but slow to speak
- PLANNING to meet specified expectations

What's Hard for Them?

- Working with unpredictable people or in disorganized environments
- Being outgoing/open – closed about personal matters
- Working with others or in groups – prefer to work alone
- Incomplete/unclear directions



A Recent Integrity Coaching Class



Complimentary BSA

randy@feedmarketing.net

(603) 247-1055

How best to coach depends on style

FEED MARKETING ADVISORS

By **BRIAN SNADER**
and **RANDY SCHWALKE***

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The most effective coaches know what their own style is and, most importantly, focus on how they need to adapt to meet the needs of different people on their team. Once you know what you're looking for, it becomes much easier to "read" people and understand how they approach their work, what makes them feel valued and what motivates or resonates best with them.

Coaching by style

Let's take a closer look at the four different Behavior Styles — doer, talker, controller and supporter — and how man-

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Tips for coaching doers include:

- Help them set challenging goals, and let them take the lead, when appropriate, within defined parameters.
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- Manage their tendency toward conflict by backing up statements with facts.
- Compliment them on accomplishments and their willingness to take risks.

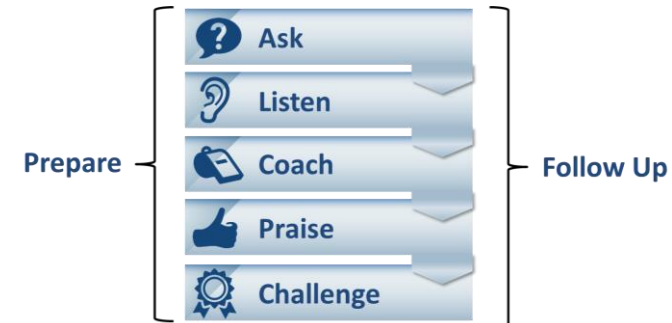
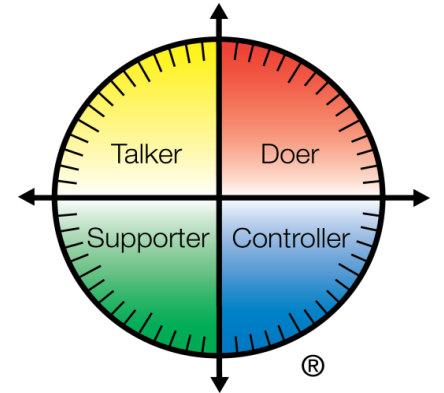
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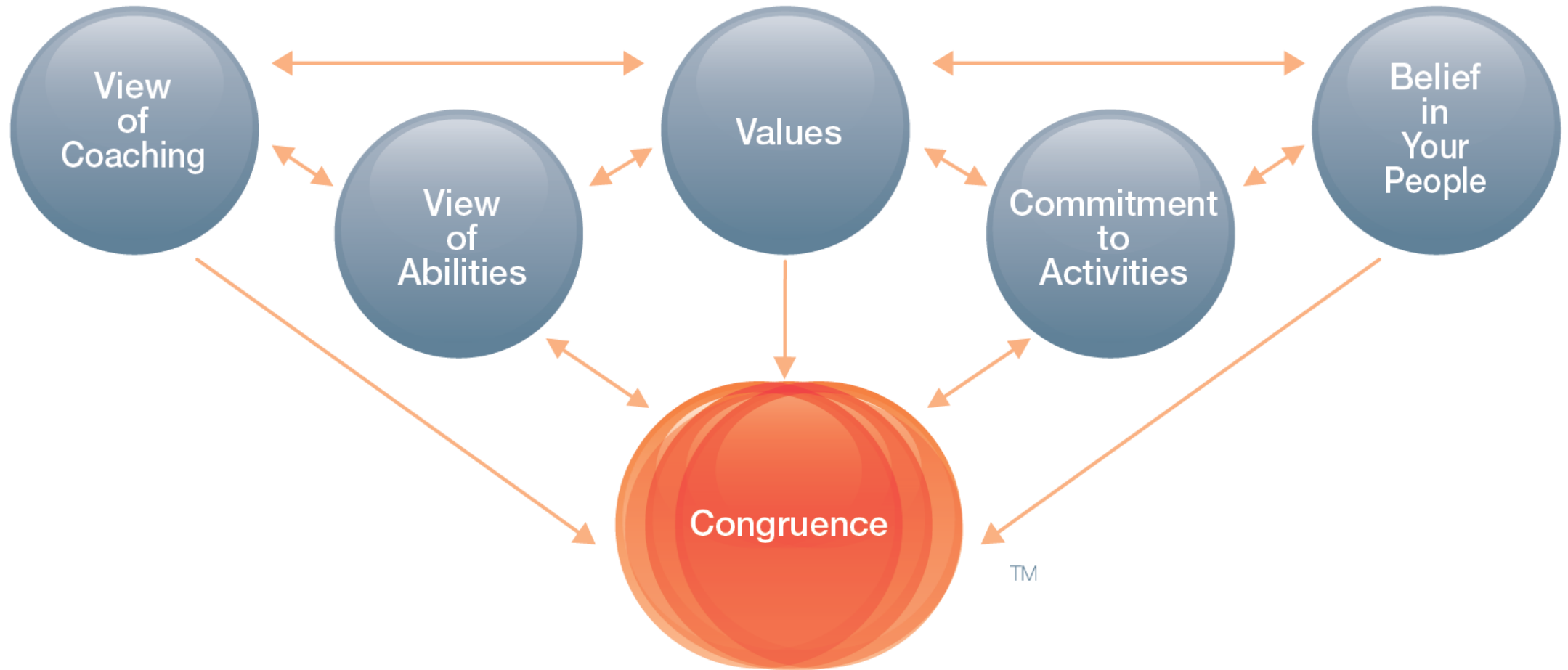
- Approach them in an indirect, non-threatening way.

3 Keys To Being a Good Coach...

1. Understanding that people are different and that coaching them effectively means that you have to adapt in order to connect.
2. Employing a proven/structured coaching model.
3. Believing in people and their ability to stretch/grow.

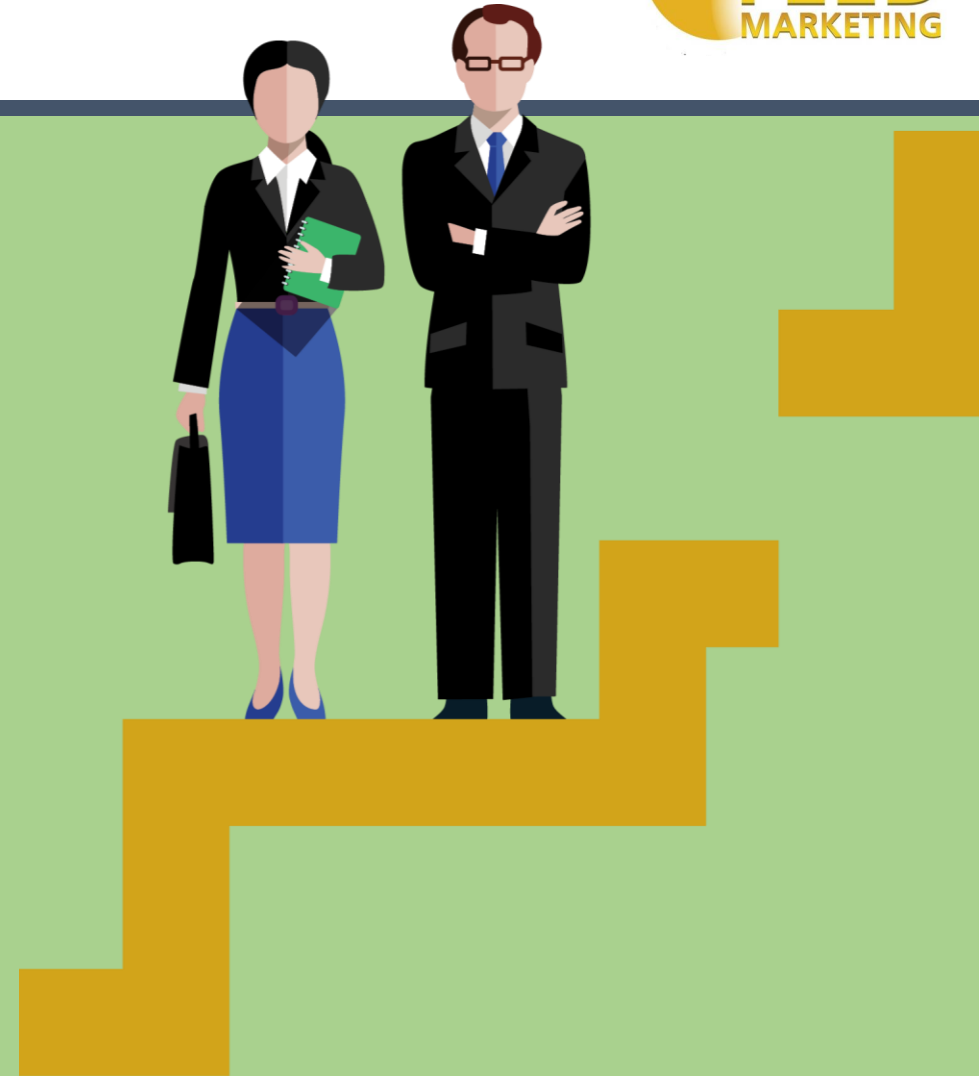


Congruence



The Law of Limited Performance

- People soon discover the level of performance their managers will settle for, then gravitate to that level.
- Managers then assume that's all those people are capable of achieving; they accept it as fact and stop challenging them to get better.
- Both reinforce what the other believes.



Three Dimensions. . .

Intellectual

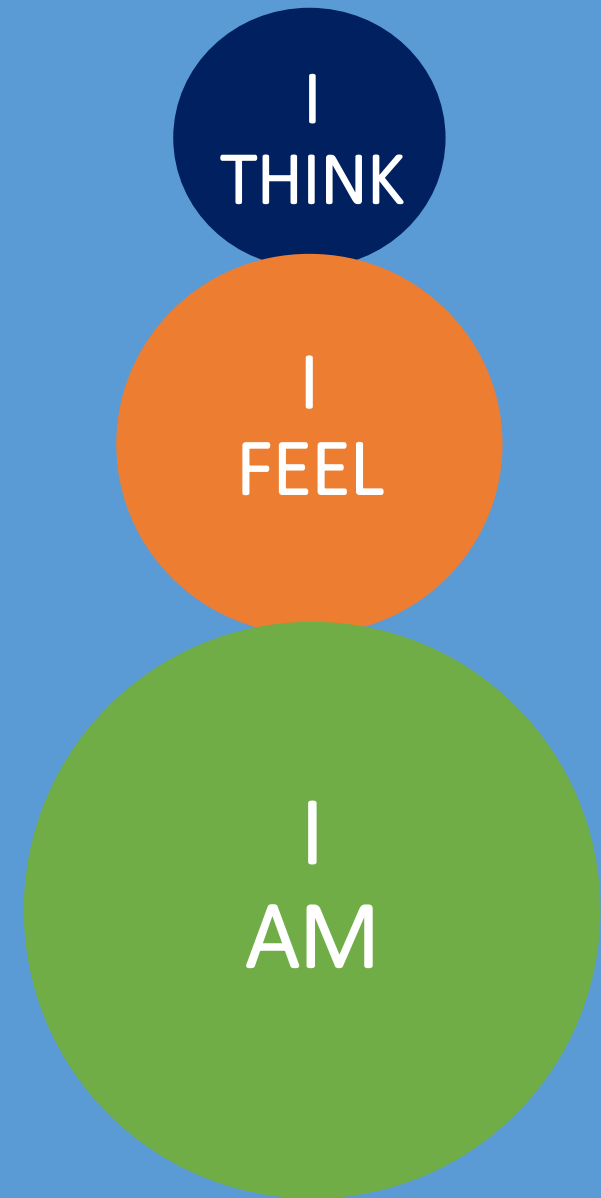
I
THINK

Emotional

I
FEEL

Creative/
Unconscious

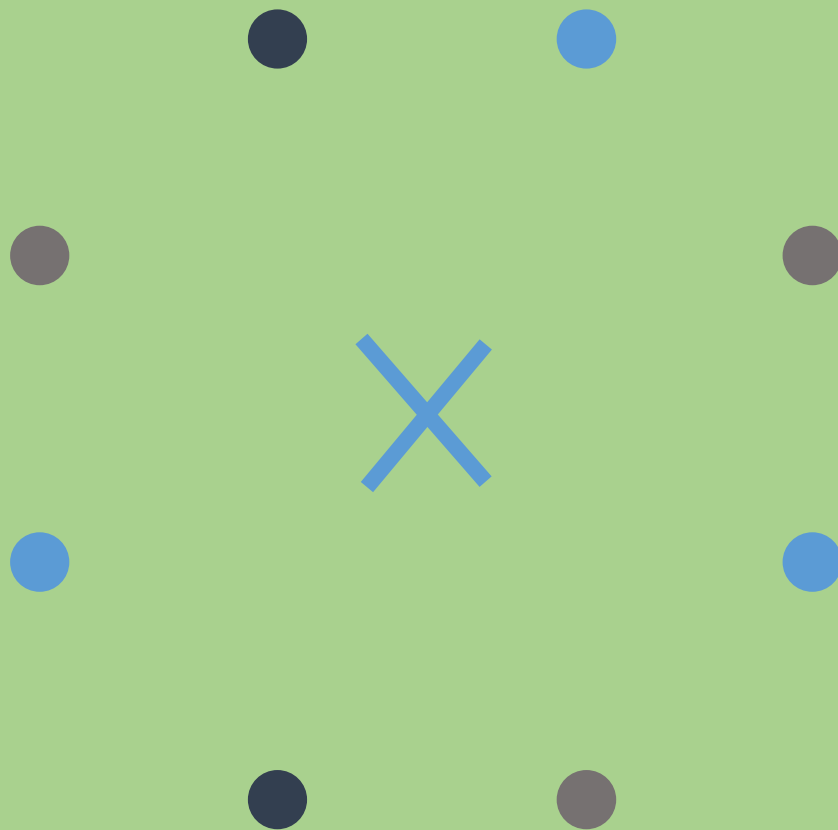
I
AM



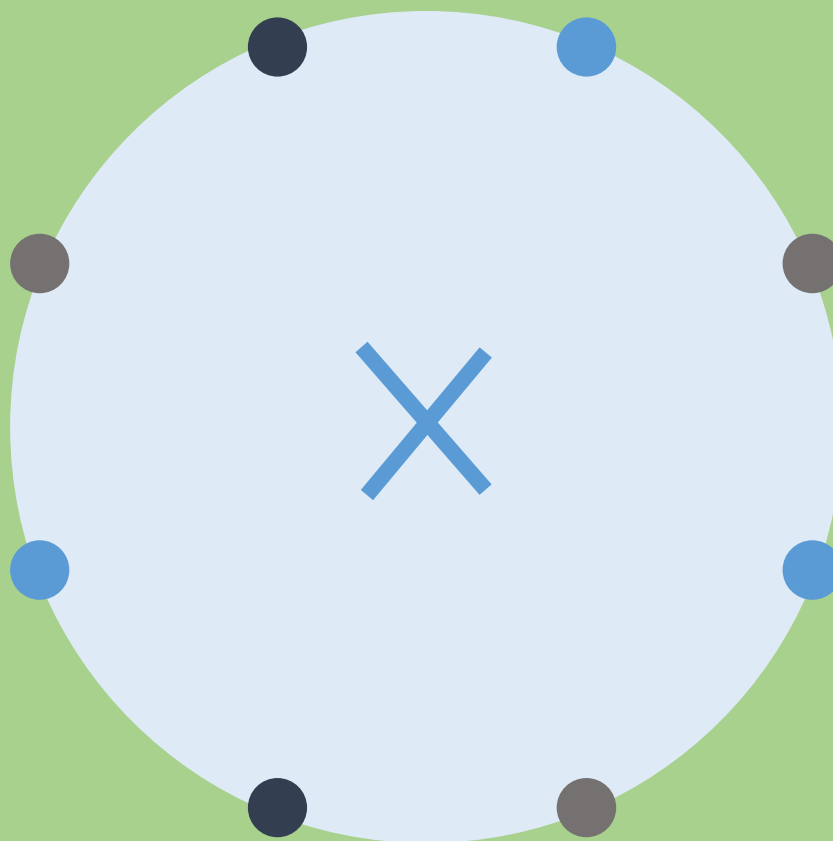
How We Form Beliefs



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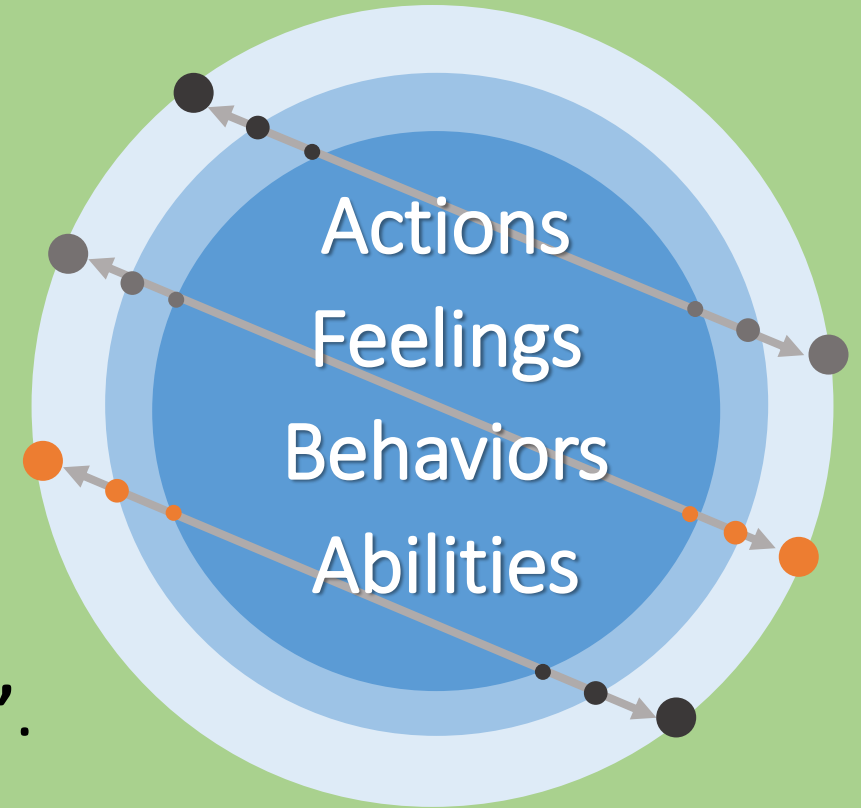
Performance

tends to be consistent with the level of our **inner beliefs**.

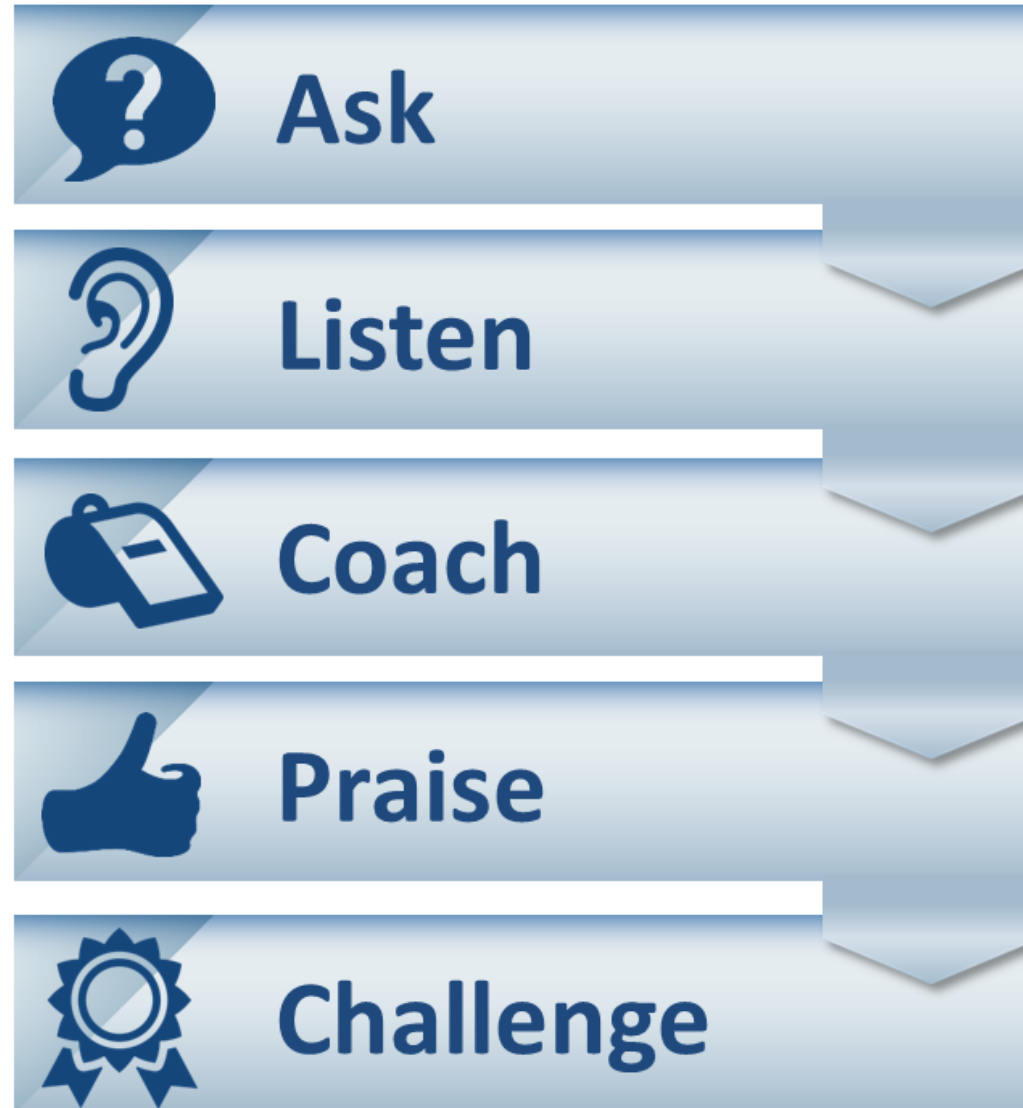


Coaching to Expand Beliefs

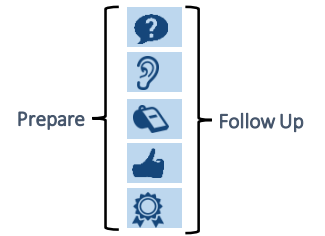
- Coaching is helping people expand their inner belief boundaries.
- By challenging them incrementally.
- It isn't done intellectually.
- It's an experiential growth process – taking time, practice, reinforcement and repetition.
- Thus **“Breaking the Law of Limited Performance”**.



Integrity Coaching Process

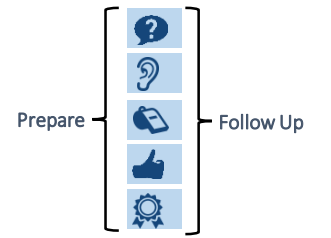


The Coaching Process



Ask

- Ask questions to understand personal and professional goals.
- Gain insight into emotions as well as facts.
- Understand their full perspective before sharing your own.



The Coaching Process

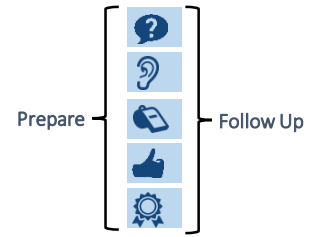
- Listen without distractions to words, tone of voice, and body language.
- Guide them toward discovering their own answers.
- Believe their answers can be discovered within them.



Listen

Most people do not listen with the intent to understand; they listen with the intent to reply.

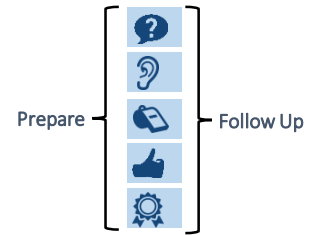
The Coaching Process



Coach

- Have them discover constraints and gain agreement.
- Suggest one action to remove a constraint or reach a goal.
- Keep the responsibility on their shoulders, not yours.

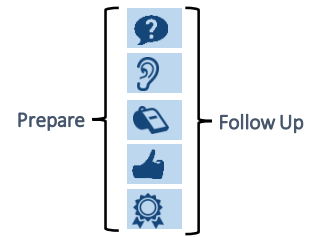
The Coaching Process



Praise

- Personalize praise for specific skills, attitudes and abilities.
- Sincerely communicate your belief in their ability.
- Express potential you see in them that they don't see in themselves.

The Coaching Process

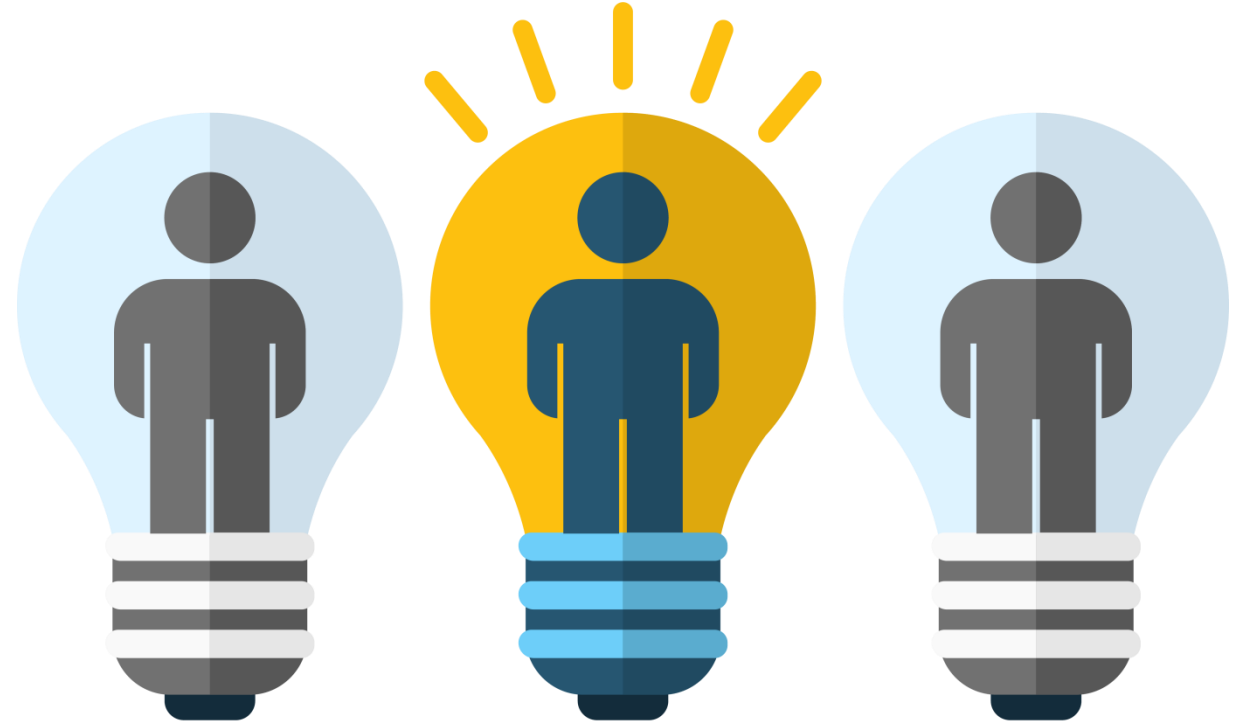


Challenge

- Gain commitment to specific goals, results and time frames.
- Explain that you'll follow up and hold them accountable.
- Reinforce their importance to your organization.

Effective Leaders. . .

- Challenge people to see greater possibilities
- Hold people accountable
- Understand the importance of challenging their own beliefs



Coaching Beyond Sales

- The benefits of coaching sales people is pretty obvious.
- The benefits of coaching thru ought the organization is equally as important.



Service-Profit Chain. . .

Everyone in the company touches customers either directly or indirectly, by how they meet the needs of and create value for their co-workers.

Every member of the team is a critical link in the chain



Every employee, those who touch customers directly and those who touch them indirectly, all share the same purpose. . .

Coach to Insure Everyone's Purpose is to. . .

- 1. Get & keep customers**
(striving for customer loyalty)



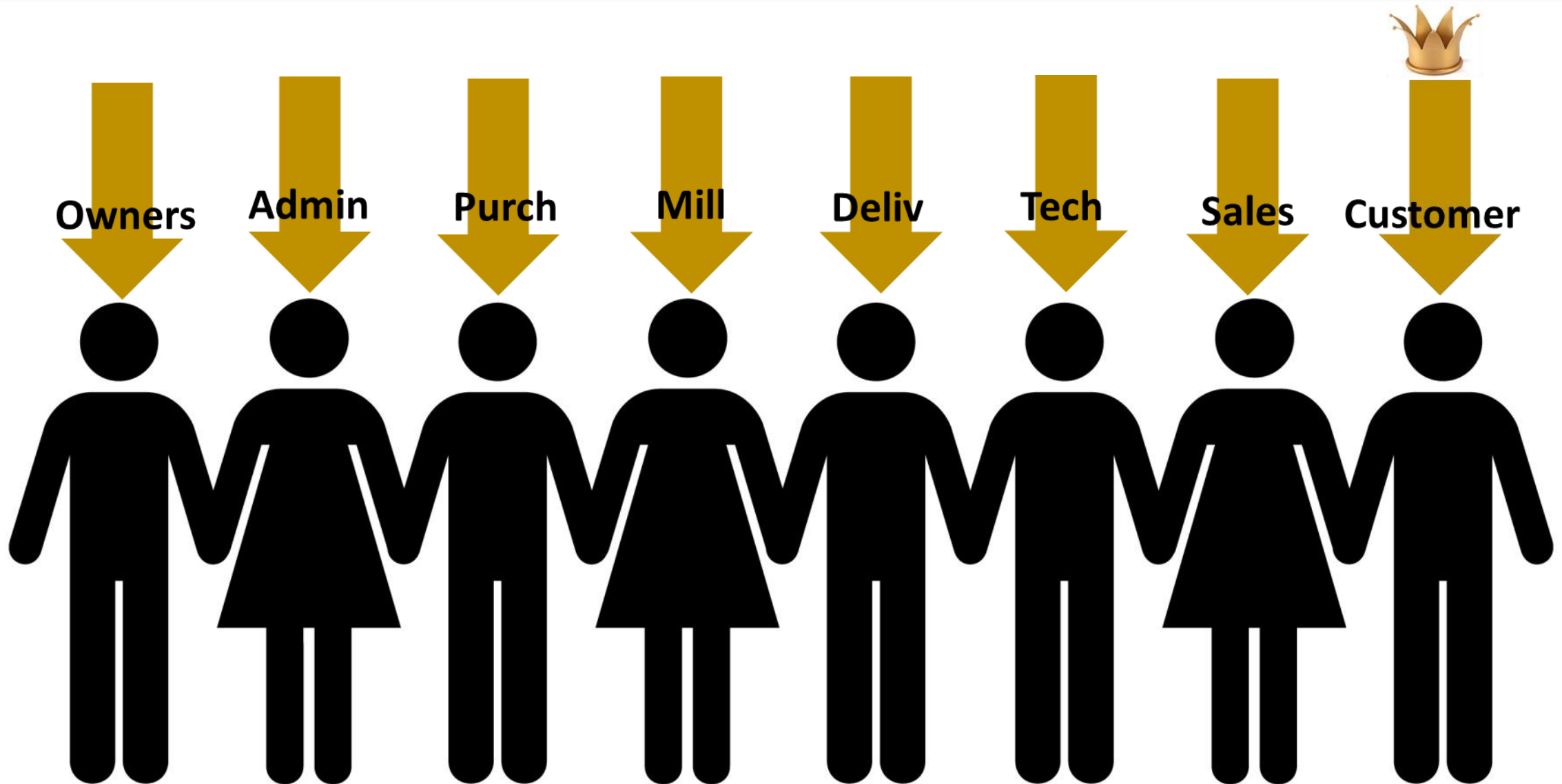
- 2. Creating a meaningful work environment**
(where people love their jobs)



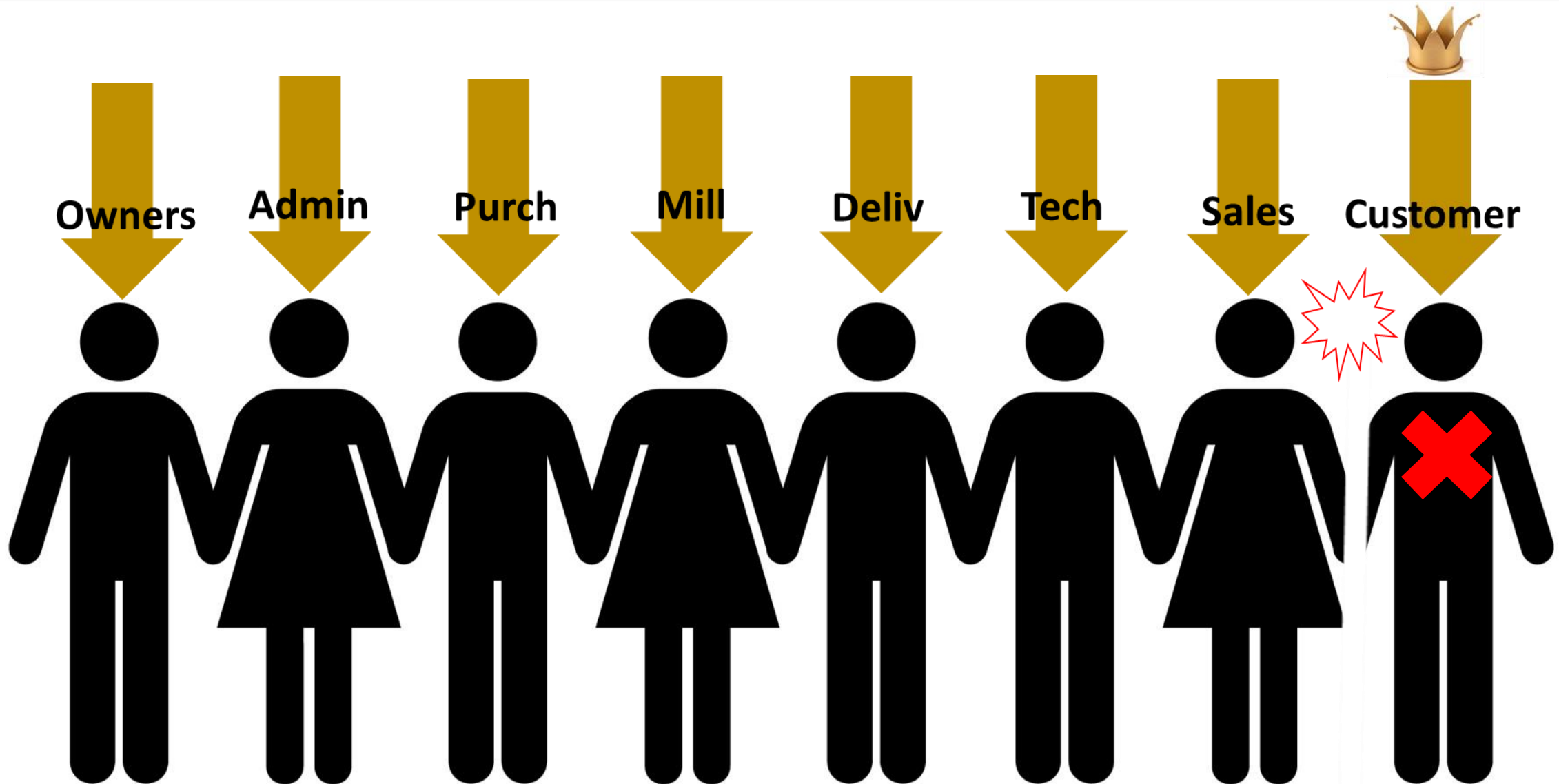
- 3. While enjoying growth & prosperity**
(to sustain & prosper)



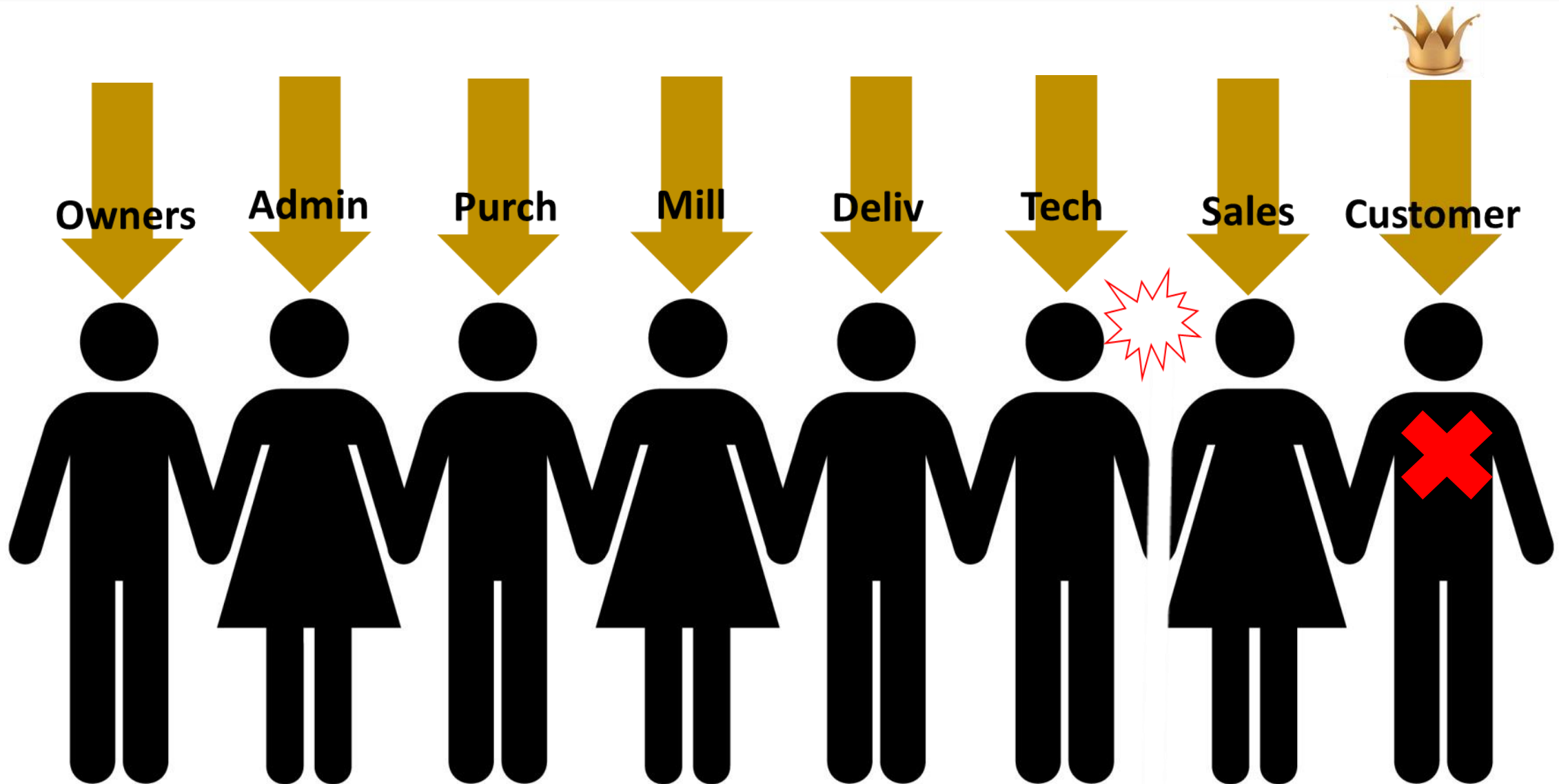
Service – Profit Chain



Service – Profit Chain



Service – Profit Chain



Service – Profit Chain

Every member of the team is a critical link in the chain



The goal is to create an environment where everyone understands. . .

- Customer Loyalty is King
- Everyone's responsibility is to create value for both customers & co-workers

Easier Said Than Done 😊



~~Golden Rule~~

Platinum Rule

“Treat others how they want to be treated”

Back to the Big Questions. . .

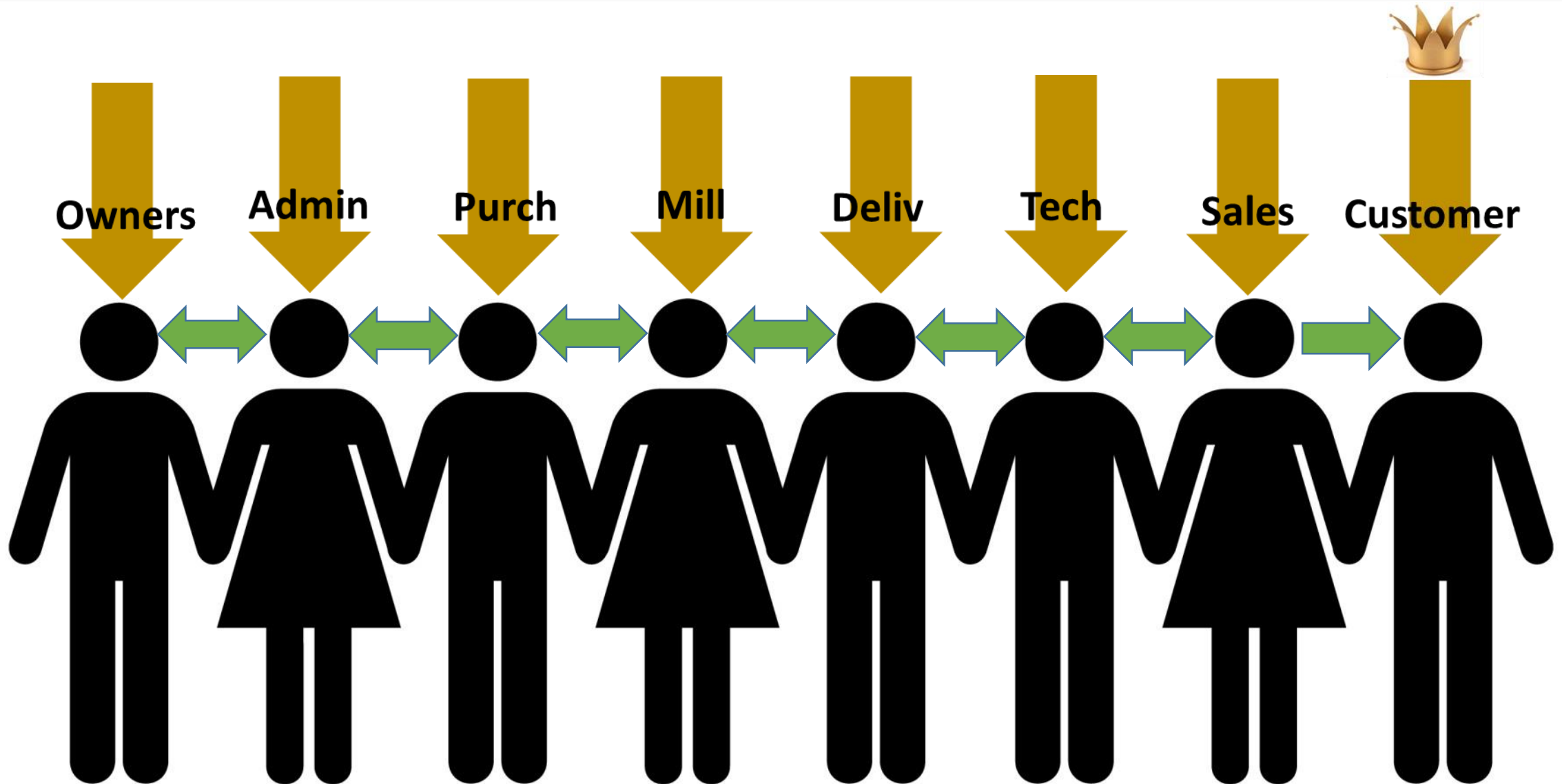
- How do we know how people want to be treated?
- How do we create value for people unless we know what they value?

Answers. . .

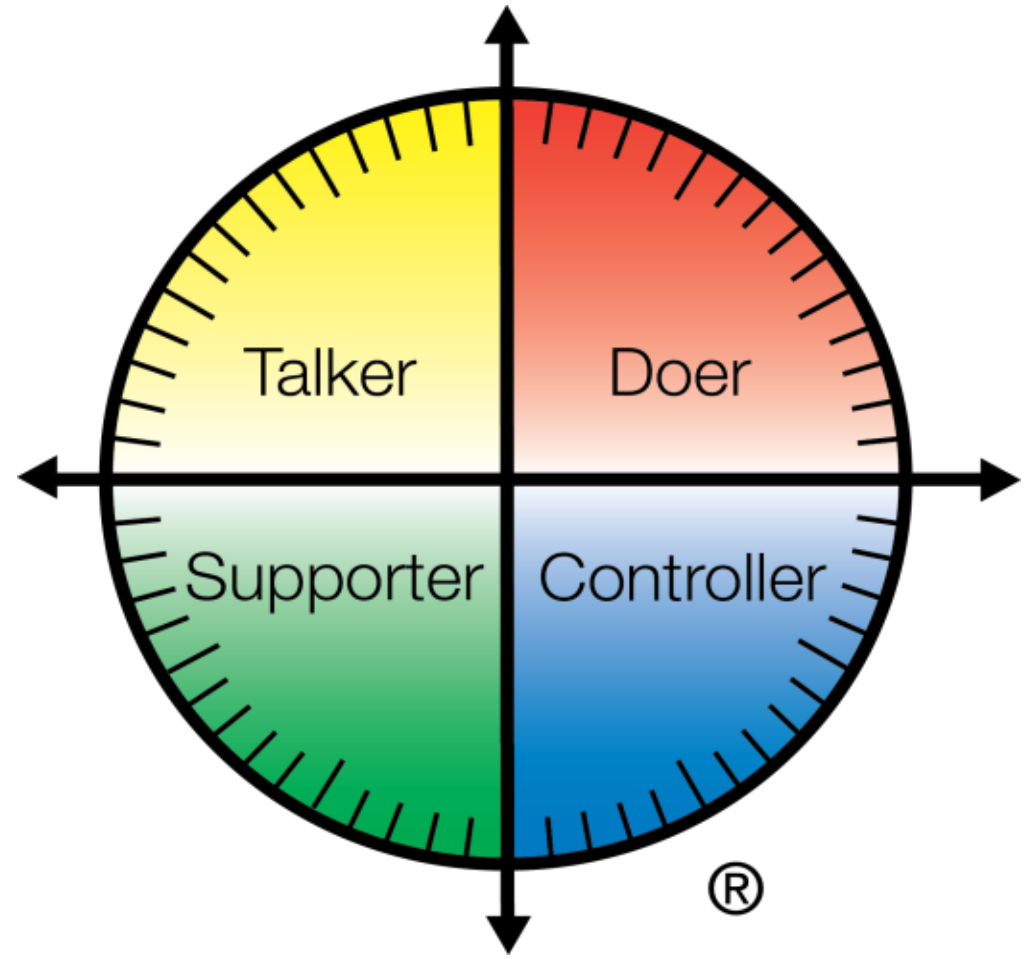
1. Understand your Behavior Style
2. Identify the Behavior Style of Others
3. Adapt to the Other Person's Style

>>> Apply the Platinum Rule <<<

With the Service – Profit Chain in Mind



Plus...



**One
Final**

Coaching to Understand Customer Value Segmentation

Product/Service

- What we're paid to do
- Doing your job
- The value you create



It takes both,
done well,
to build



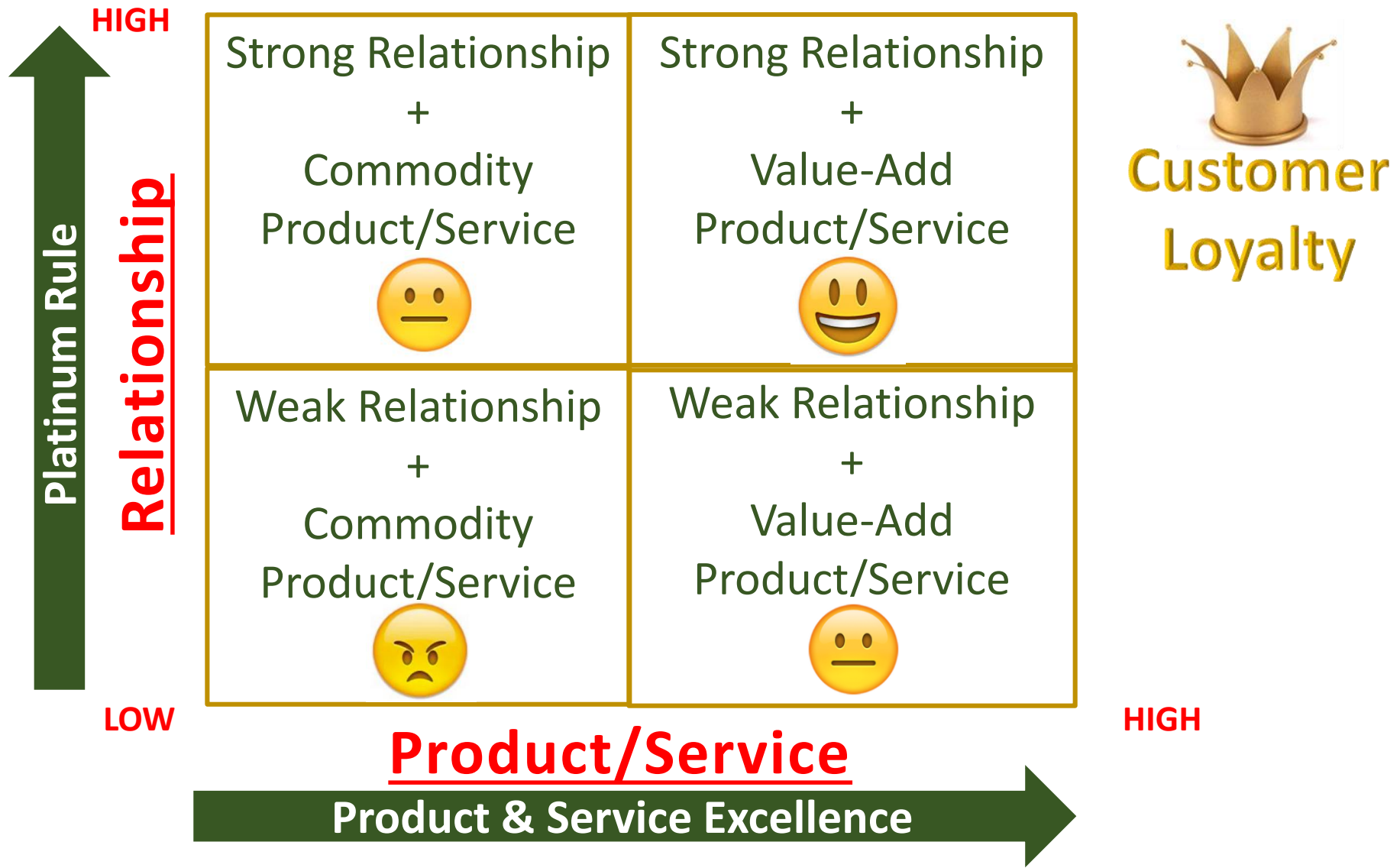
Customer
Loyalty

Relationship

- The friendships you build
- Your genuine interest and concern
- The value you create above & beyond your product/service

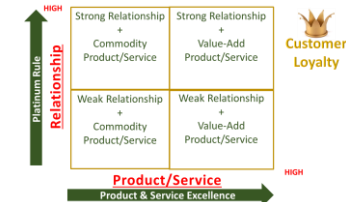
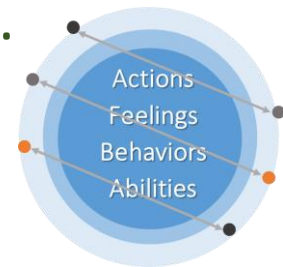
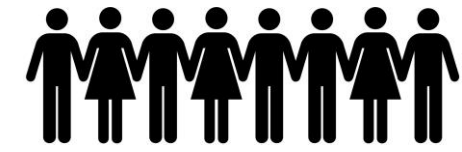
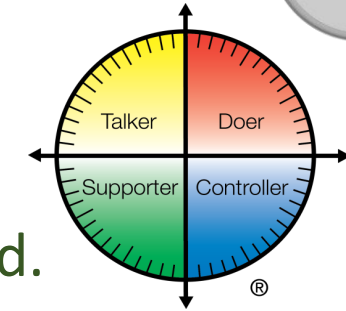


Customer Value Segmentation



Take Home Message

- Leadership is Influence, nothing more & nothing less.
- Leadership effectiveness is determined by Why people follow.
- Effective leadership is where Good. . Guy/Manager/Coach converge.
- Coach according to the Integrity Coaching model.
- Consider Behavior Styles & coach with the Platinum rule in mind.
- Coach the entire Service-Profit Chain; not just sales.
- Coach to break the Law of Limited Performance.
- Move to the Northeast in Customer Value Segmentation.



Thank
You