



CONSULTING  
BUSINESS OPERATIONS ... REIMAGINED

## BUSINESS OPERATIONS DIGEST

QUICK BUSINESS TIPS FOR INCREASING THE PROFITABILITY OF YOUR BUSINESS

September 2017

### Warren Buffett – 3 Traits To Look For When Hiring

There is no specific recipe for the right hire. However, there are traits that you can look for in order to secure the most talented candidates for your company. Warren Buffett is a renowned investor and considered extremely wise in business with an advanced skillset that enabled him to build some of the most profitable companies worldwide.



Behind every great leader is a team of dynamic individuals. This is true of Buffett. What were the traits that he looked for as he hired his managers and advisors? Frequently, he speaks at universities and explains that he looks for integrity, intelligence, and energy when hiring.

#### **Intelligence**

Obviously, candidates need to be intelligent. However, you can get the grades in class but not know how to apply the information you've learned.

Intelligence is the very basic requirement to consider as you hire. No one will work with or hire someone dumb and unequipped for the role. After you have the intelligence factor, then go to the next trait as you seek to hire.

#### **Energy**

Energy is essential for any new hire. This doesn't mean that you want the most energetic and coffee-crazed person working for you. Rather, you want an energetic candidate to take initiative in your company.

Lazy people don't get far in life but those with drive and passion do. Employees that take initiative and are proactive to get things accomplished will most likely have that entrepreneurial spirit that you long for.

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### Make The Sale

When dealing with clients, you should remember that many factors figure into their decision to use your company's products or services. So why not show them that you offer the best solutions to their problems, challenges, or needs? Keep these tips in mind when you deal with new or potential clients and your sales will increase:



- **Be knowledgeable.** Become an expert in your business. Know your company's products and services and the history of their development. Your knowledge of your company will show your clients that you pay attention, do your homework, and that you really care about what you are doing, selling, or representing.
- **Don't limit your area of expertise to your company alone.** Get to know your clients' businesses as well so that you can understand what customers want and need.
- **Keep your relationships fresh.** Many clients say the reason why strayed away from long-term suppliers is because the relationship faded. Make suggestions about all aspects of a client's business and they will remember you when it comes time to make the next order.
- **Be honest.** When it comes to problem solving, honesty is essential. Never lie to a client and don't ever exaggerate your claims. Doing so will surely get you into trouble once your client finds out the truth.

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**“Success is walking from failure to failure with no loss of enthusiasm.”**

~ Winston Churchill



# One Minute Ideas

## Closing Lessons From A Waiter

To improve your closing technique, go to a busy restaurant for lunch or dinner. Notice how your waiter acts. He or she fearlessly asks for your order:

- "What would you like?"
- "Would you care for a drink?"
- "Are you ready to order?"

In a straightforward manner, busy waiters ask for and receive your business. However, what would happen if they hesitated, explaining every item in detail but never asking you to decide? It would needlessly drag out the transaction – and possibly drive you away.

**Remember:** Prospects want to be led by your requests and suggestions – just like restaurant patrons expect the waiter to take the lead. ❖

*How To Sell More In Less Time With No Rejection*, Volume 2, Art Sobczak. Business By Phone, 13254 Stevens St., Omaha, NE



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### Integrity

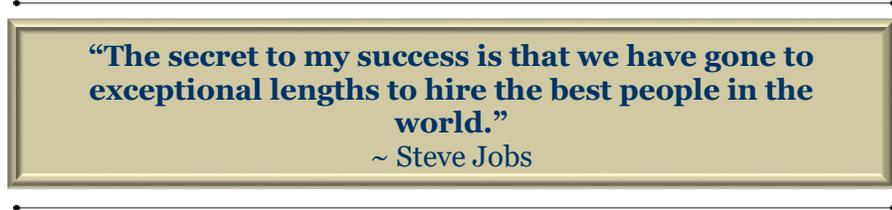
The right candidate to hire should be intelligent and energetic. There is one missing and yet very important trait to be considered.

Integrity is something that you cannot do without in your employees. They must be trustworthy and it is a trait that they make happen within themselves. You can't pick your eye color or what you look like but you can decide whether you will live as a person with integrity.

Warren Buffett's formula for a new hire is extremely useful and easy to follow. You don't want an intelligent person without integrity because that could cause problems for your organization. Further, you wouldn't want a lazy person with intelligence because it wouldn't do you any good if they don't take initiative.

Look for candidates that have intelligence, energy or initiative, and integrity. You will find that someone with top talent and these traits will be an outstanding addition to your company. Warren Buffett is living proof that hiring with these things in mind is beneficial to companies and teams seeking to grow. ❖

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- **Treat clients with courtesy.** Have good table manners, sportsmanship, and grooming. Remember that your client's time is valuable, so always show up on time and come prepared. Also observe good telephone etiquette – never keep a client on hold and return all calls promptly.
- **When it comes time to show your appreciation to a client with a gift,** make sure that it is appropriate and modest. Don't make your client feel uncomfortable by overspending, but you do want to show them that their business is important to you. A good price range is \$10-\$25. ❖

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