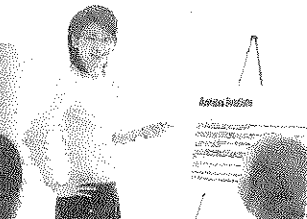


Advertorial

ASK THE EXPERT



SALES AND BUSINESS DEVELOPMENT

Q I need to develop new accounts but don't want to make people feel uncomfortable. How can I close new business without becoming too pushy?

A There is a big difference between being assertive and aggressive in your sales approach. You can be highly assertive with a client without becoming aggressive by respecting their right to say "no" and by gaining their permission for each step forward in the selling process. You may want to start the conversation with an "Upfront Contract" in which you clearly signal the purpose for the meeting and your agenda. Then ask them for their agenda and how much time they have for this meeting. Finally, you can suggest the decision you would like for them to make at the end of the meeting. This decision might not be to sign an agreement or give you their credit card. It might just be to agree to take next logical step in the sales process. Ask them if they are comfortable making that sort of decision today. If they are not, help them determine a decision that they are comfortable making today (even if the decision is simply to agree to speak with you again). But always ask them to make some decision at the end of each meeting (even if the decision is to disqualify).



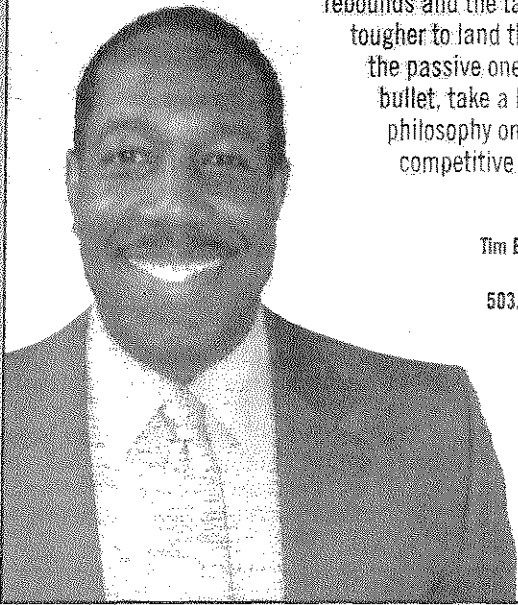
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TEMP-TO-HIRE EMPLOYMENT

Q We prefer to hire new employees on a temp-to-hire basis, but some candidates only want to be considered for a direct hire opportunity. How do we attract those candidates?

A Many employers prefer the temp-to-hire method because of the flexibility it provides. You're not responsible for benefits, payroll taxes, Workers Compensation, or other employee perks. You can also start the employee at a lower salary, plus it gives both the employer and employee a feeling out period. Either party can decide if the opportunity is the right or not. However, as the economy rebounds and the talent pool thins it becomes tougher to land those great candidates, especially the passive ones. You might have to bite the bullet, take a leap of faith and change your philosophy on direct hires in order to stay competitive as an employer.



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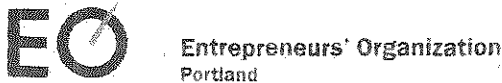
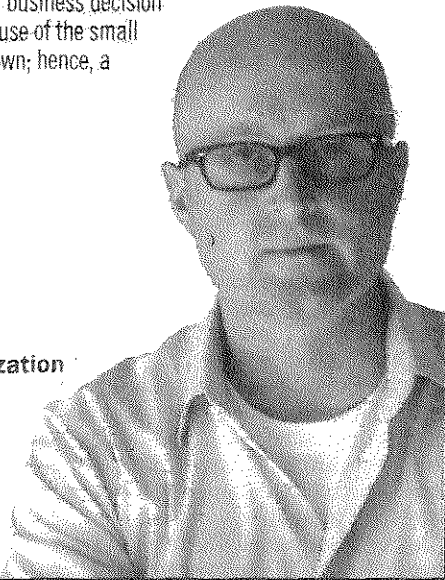


MARKETING RESEARCH

Q Why should I consider qualitative research when I already have quantitative research?

A Qualitative research methods are used in social science and market research practices. They're a way to look at human behaviors to discover why people may be struggling at a particular point of an experience. Qualitative studies combined with conventional research helps us understand "why" people react a particular way. Qualitative data shows specific items that need improvements, and sheds light on "what" needs to occur to improve a customer experience. Typically, quantitative data (such as a survey) can show where a problem is, but may not capture data that informs what should be done about it. Qualitative research normally requires only small numbers of test subjects to yield data to improve a product, service, or marketing endeavor. Example: If a situation arose with a friend, would you feel comfortable helping them make a decision based solely on a multiple choice questionnaire? Probably not; you'd likely have a conversation following up on items you didn't understand. Why should a business decision be any different? With qualitative research, because of the small sample size of participants, costs can be kept down; hence, a great ROI can often be achieved.

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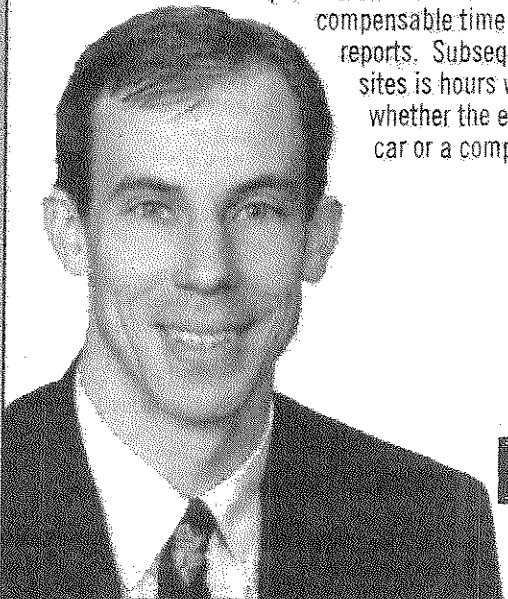


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EMPLOYEE TRAVEL

Q Is an employer required to pay its employees for time spent traveling? What if the employee is driving a company car?

A Generally, an employer is not required to pay an employee for regular travel from home-to-work or work-to-home, regardless of whether the employee travels in a company car. However, an employer is required to pay for travel that is part of the employee's principal work activities. For example, if an employee must report to a meeting place to receive instruction or pick up equipment, compensable time begins when the employee reports. Subsequent travel to different job sites is hours worked. That is the case whether the employee drives his/her own car or a company car.



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*This general information is not intended to provide individual advice. Schedule an appointment with an expert to discuss your particular situation and needs. Questions sent to our experts may be answered in the future "Ask the Expert" pages.