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BUSINESS

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A consultant exists to fit every need

No matter what the problem or challenge being faced by a business, there is another business devoted to solving it. Whether a business owner needs to help new hires learn how to present themselves to the public, needs specialized training for a sales force, or needs help selling the business, a consultant is available to assist.

Many of today's college graduates have ample book knowledge, but they have not acquired the skill to present themselves effectively to the public. Wendi Kane owner of Metamorphosis Image Consulting in Martinsville, Bridgewater Township, trains people to make the best first impression possible.

"Even among image consultants, what Metamorphosis does is a bit different," Kane said. "I deal with medium to large size corporations and focus on body language and communication skills, including how to speak, as well as how to dress."

A graduate of Cornell University with a major in business fashion and a minor in communications, Kane also is certified through the London Image Institute. She helps sales teams learn effective presentation skills and does seminars for women in leadership, among other types of training. Additional information can be obtained by calling 732-560-9686 or visiting www.morphyourimage.com.

Addressing business needs from a totally different perspective is TOPS in Emergency Response Inc. in Westfield. TOPS trains people to handle emergencies, such as chemical and oil spills, as well as how to respond to natural and man-made emergencies. The staff at TOPS provides safety training and environmental health services and will help prepare plans for emergency response. TOPS can be reached at 908-232-5244 or by visiting www.topserinc.com.

"The complexity of all of the new and different types of hazards that businesses have to deal with, including everything from traditional fires and chemical spills, to pandemics and terrorism, make our services more necessary today than ever before. The need for every business to consider site security issues is critical today," said Philip Solomon, TOPS vice president.

For large companies that need assistance with receiving supplies and delivering products in the most efficient way possible, there is New Directions Consulting in

Cranford. New Directions owner Marilyn Gettinger has a background in purchasing and inventory for large firms. She now uses that experience to help other companies with purchasing, inventory control and supply management.

"For anyone who receives or ships supplies of any kind, we can help them remove the waste from the system and save them money," said Gettinger, who can be reached at 908-709-0656 or www.consultwithnewdirections.com.

Small companies that want to grow larger by acquiring the right property or owners who want to sell a company can turn to Fidelity Business Partners in Basking Ridge, owned by Fran and Bill Storer. A business brokerage and consulting practice, the firm specializes in helping owners determine the value of their company and discreetly finding the right buyer for it. They also help business owners acquire other companies when they want to expand. The Storer's can be reached at 908-953-0844 or www.fidelitybp.com.

"We provide a range of services to actively market a company, including finding the right financing and creating the entire structure for the transaction," Fran Storer said. "We do not take on very many companies, because we commit to actively working with each firm for several months."

Other companies want to grow by acquiring new clients and that is where Bombadil LLC in Martinsville can help. Andy Gole helps clients redesign their sales process to increase their client base. Gole, who can be reached at 201-415-3447 or www.bombadillic.com, has taught at Fairleigh Dickinson University and written two books on effective sales presentation.

"For a lot of companies, the clients they have, love them, but they do not know how to get new clients. If they want make to changes so they can acquire new clients, I can help them," Gole said.

Bombadil LLC

Bombadil specializes in breakthrough selling

Andy Gole, president of Bombadil LLC, a sales and business consulting firm based in Martinsville, NJ said he brings a unique approach to the sales process: the method is to create and manage customer urgency, built on a material difference.

"Material difference is a difference powerful enough to cause a prospect to make a change. Add urgency and sales soar as much as 20 percent or more," said Gole. "Unfortunately, too many sales people work on prospect interest, which typically goes nowhere. You can recognize this when prospects don't take or return phone calls, don't invite you to bid on business or don't give you feedback on your proposals."

Gole's urgency philosophy can be summed up as: no urgency means no sale.

According to Ann Haley, operations vice president at Thomas Travel Service, Gole's claims have proved true for her company. Thomas Travel Service, based in Doylestown, PA, is a Bombadil client.

"When we set our initial goal of a 25 percent increase in sales, I thought it was pie in the sky," she said. "But in only two months, we are already up 20 percent."

Gole's approach may be unorthodox.

"Are you furious at being blackmailed by your sales force? Do they lack moxie? Do they fry the customer's nervous system?" asked Gole. "It is surprising how many business owners or CEOs feel this is true. The business owners don't want to disturb the potential customer-salesperson "relationship", yet those relationships aren't bringing in new business.

"It is also one of the reasons sales people don't have any moxie," he added. "They want to sell in familiar territory and lack the gumption to enter uncharted territory. Most salespeople are afraid to ask for commitment, so the sales process doesn't go anywhere. Or they ask the prospect for too much, frying their nervous systems. Sales people need to ask for the maximum commitment they are entitled to, at each stage of

the sales process."

Referring to Gole's methodology, Benjamin Hirsch, president of Regal Kitchens, in Brooklyn, NY, another Bombadil client, said, "Gole constantly recommended non-conventional and sometimes counter-intuitive strategies. But it worked and I am glad I listened. Because of his advice we will likely increase sales by 20 percent to 30 percent."

Gole teaches a process that leads to closure. Instead of focusing on a one-call close, where appropriate, he focuses on committing the prospect to a legitimate search.

Steve Pinado, CEO of MSI, a billing and collecting company in Jenkintown, PA, commented, "I gave Andy a skeptic's two minutes on the phone. He was successful in peaking my interest in urgency and in his methods of closing a sale that worked. I wanted him to teach my sales force how to do this."

In his 25-year career Gole has made more than 3,000 sales calls, taught sales strategy for eight years at Fairleigh Dickinson University's Rothman Institute for Entrepreneurial Studies and started two successful businesses. During this time, he researched, tested and refined his techniques until his consulting method reached close to a 100 percent success.

Core customers include firms that have reached a revenue plateau and need help with customer acquisition as well as those that are growing and want to benchmark best practices. Gole's client list includes manufacturers, professional firms, financial institutions, healthcare facilities, billing and collecting firms, a kitchen renovator, a travel agency.

Gole is currently working with the Gateway Chamber of Commerce to help increase the Chamber's closing ratio for new members.

Additional information about Bombadil or a free sales audit can be obtained by calling 201-415-3447 or emailing Andy Gole at andy@bombadillic.com or visiting www.bombadillic.com

