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PI Worldwide
MEMBER FIRM

what I've learned:

I don't know anything

by Brian J. McKay, management consultant

Editor's Note: Brian McKay joined ADVISA in November. He is based in our Fort Wayne office.

I come to ADVISA from the world of technology, social media, design and Internet search marketing. I've been fortunate enough to meet with several of you through your consultants to share ideas and experiences relative to the impact of those areas on your business. I feel as if I get as much out of the meetings as the clients with whom we meet. Sales, marketing, and lead generation are vital aspects of a company's success, and I'm excited to be able to share best practices and come up with innovative new ideas to leverage technology to those ends.

It's been an interesting journey to say the least, but one that has not only made me a far more valuable businessman and strategic consultant, but a better human being. That sounds like a loaded statement, but I can assure you that it is true. I completely underestimated the importance and impact that comes with understanding the mysteries of where we get our self-confidence and what drives us to do what we do every moment of every day. Put simply, it's powerful and incredibly humbling. I can now use a tool, in P.I.®, to look past all the subjectivity to see the real person, and that is the beginning of understanding how to unleash their full potential on the world (and in your business).

It's paradoxical, but the more I learn, the less I know - which has me in a weird place. I've come to ask far better questions, and seek wisdom in places I would have never thought to look before. So, I feel that I don't know anything; therefore I must continue to ask better questions that dive well past the point I *used* to stop asking, and stop listening.

Listen, listen, and listen some more, until it hurts to keep listening. There are deeper things going on with the people you interact with, manage, and work with on a day-to-day basis. I've judged the behaviors I've witnessed throughout my career on the surface. Unfortunately the behaviors didn't tell me what was actually going on within people. Now, I know better. I know that if I do not become an antenna, someone who is easy to talk to, then I may not get the opportunity to truly listen when the real message is being delivered.

Finally, I've learned that I want to share what I've learned so far with as many people as I can. But first, I'm ready to listen.

We are pleased that our parent company, PI Worldwide, has been designated a "Top Ten Sales Training Company" by SellingPower magazine.

This designation recognizes the uncommon quality and value of our Sales Skills Assessment Tool® (SSAT) and our sales training, Customer-Focused Selling® (CFS).

Use this link to see the *SellingPower* March/April 2010 issue: <http://www.advisausa.com/Downloads/SellingPower%20Top%2010.pdf>.

SellingPower

The Top Ten Sales Training Companies

To learn more about our sales training, talk to your consultant. Or, follow this link <http://www.advisausa.com/focusedselling.aspx>.

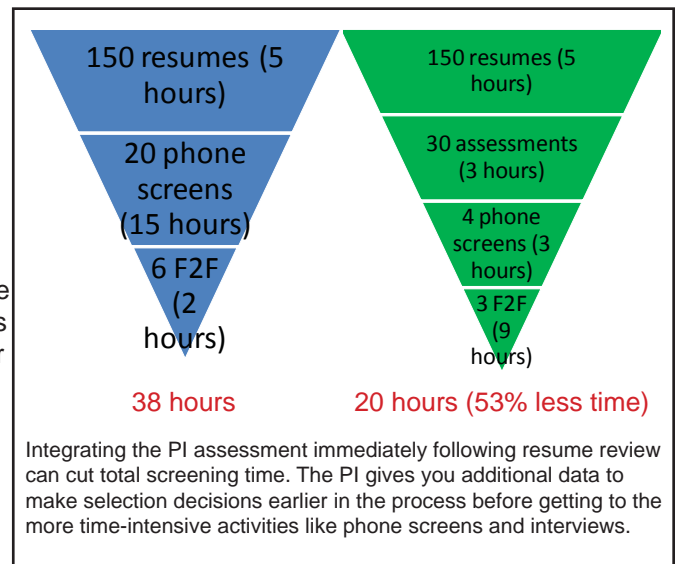
letting go of “more is better” and shifting to “Less is More” hiring

by Dana Harrison, Manager, ADVISA Hiring

Moving away from the “more is better” approach to hiring and embracing the “less is more” approach will lead to better results with less time invested.

Who wouldn't want to achieve better hiring in less time? The answer: a lot of your hiring managers! Here's why:

“More is better” is entrenched in our psychology around hiring. Most hiring managers will express that they cannot possibly make a good hire if they don't meet with a certain number of candidates -- like 6, 8 or 10! Yeesh! If each interview is an hour and another hour is spent making the arrangements with the candidate, preparing notes on the candidate, recording the outcome, etc., a hiring manager wanting 6-10 candidates will spend 12-20 hours just to do 1-hour interviews. And then there may be another round of interviewing before an offer is made! Who has time for all of this?



But the hiring manager who is overwhelmed and spending too much time interviewing may likely get very uncomfortable if they are told that they'll only interview 3 candidates because PI is being used more in the process and only 2 candidates met the qualifications.

Perhaps you can imagine the hiring manager's response: “What? What do you mean only 2 candidates? I have to have at least 6! I know the right person when I meet them and I won't know enough with just 2 candidates! I must have more!” This is the hiring manager holding on to “more is better” hiring approach.

Here are ideas for helping make the shift to “less is more:”

- 1) Raise awareness. Many people don't realize that the “more is better” is the approach being used, but once they do, they acknowledge that they don't have time for this and they are open to more efficient ways to do hiring.
- 2) Educate hiring managers about PI so that they can build confidence in “less is more.” “Less is more” is based on the premise that with more information earlier in the process, you can identify the strong fits sooner. However, if hiring managers don't have confidence in the data (i.e., PI), they don't have confidence in the strength of the earlier decision making – education is critical. Talk to your ADVISA Management Consultant for specific ideas about how to help people in your company understand and gain confidence in PI.
- 3) Be thorough and deliberate when planning a position. Clearly document what you need someone to bring in terms of knowledge, skills, experience and behaviors. List your dealbreakers and make sure there is agreement from decision-makers on these. Clarity up front about what is needed in a candidate will help expedite decisions about who does or does not fit. The PRO Form will help you capture behavioral needs within the PI framework.
- 4) Be patient. It takes time to change behaviors and attitudes. As your company has more time incorporating PI early in the hiring process and seeing success with “less is more” hiring, confidence will build for the “less is more” approach.

If you have specific challenges with using PI in your hiring process, we hope you'll contact us – and of course we love hearing your success stories as well!

Mark your calendar and join Dana for a free Webinar at 10:30 a.m. EDT April 27th. During this one-hour webinar the issues and questions about integrating PI® into the hiring process will be explored.

To Register: follow this link: <https://www2.gotomeeting.com/register/600384795>. Or contact Dana via email: dharrison@advisausa.com or by phone: 317-249-2264.

Highlights from our blog

If you haven't visited our blog recently, here are three entries you don't want to miss:

I don't have time to train... Sell, sell, sell!!!!

by **Brian J. McKay**

The pace at which your business development team needs to work is borderline insane. They need every day, hour, and minute to keep pace with the numbers they were putting up two years ago. As their boss, you know that there are areas to improve sales skills, but you are already maxed out in keeping the ship above water. What do you do? You have to do something, or the present trends will persist. Here are three ideas:

(read more at: <http://blog.advisausa.com/blog/advisa/0/0/i-dont-have-time-to-train-sell-sell-sell>)

The power to fail

by **Todd Gross**

I was recently engaged by a client to conduct some executive coaching to achieve better organizational alignment. After receiving some 360 performance feedback, it became apparent that the autocratic management style of the chief executive was restricting the growth of the organization and its people. The inherent commanding leadership style was effective as long as the CEO was around and could monitor what was happening; but as the business grew and demands were placed upon him to be out of the office more, his presence, and hence his ability to control output, was continually challenged.

(read more at: <http://blog.advisausa.com/blog/advisa/0/0/the-power-to-fail>)

A different perspective on interviewing

by **Dana Harrison**

I've been involved in several conversations lately about interviewing approaches: situational-based interviewing, behavioral interviewing, programs like Topgrading, etc. When it comes to applicant screening, we're all looking for the tricks that help us make the best hire in the shortest time, so it is natural to look at how interviewing techniques support that.

Well, here's my two cents on the subject: *it doesn't matter*. The style of questions, number of questions, number of interviewers, etc. are just details - and details that can get us distracted from the most important aspects of personnel selection.

(read more at: <http://blog.advisausa.com/blog/advisa/0/0/a-different-perspective-on-interviewing>)

upcoming ADVISA

Management training sessions

The three-day Predictive Index® Management Seminar prepares leaders, managers and Human Resources Professionals to use the Predictive Index® system in hiring and managing within their organization.

Carmel, IN

May 11-13, 2010

June 22-24, 2010

August 10-12, 2010

Presented by Brian J. McKay

Cost:

The cost for these open sessions is \$1,885 per attending person. If you have 5 or more attendees, we will be happy to schedule a private session for your organization.

To Register:

To sign up, please call or email your consultant or our office manager, Penny Pruett, at 317-249-2249 or ppruett@advisausa.com.

Learn

free webinar

10:30 a.m. EDT April 27th

Join Dana Harrison, Manager of ADVISA Hiring, for this FREE one-hour webinar about how to integrate PI® into the hiring process.

To Register:

Follow this link: <https://www2.gotomeeting.com/register/600384795>.

Or contact Dana:

email: dharrison@advisausa.com
phone: 317-249-2264.

videos on hot topics

Check out these 2-minute videos from PI Worldwide experts:

Competing in Hyper-Competitive Environments

by PI Worldwide® CEO Nancy Martini

Nancy identifies her top 3 tips for selling in hyper-competitive environments.

(link: <http://www.piworldwide.com/PredictiveIndex/ViewVideo.asp?CEOVideoID=41>)

Large Account Planning

Nancy discusses the 5 essential elements needed to develop a large account management plan and ensure your business strategy is on target for 2010.

(link: <http://www.piworldwide.com/PredictiveIndex/ViewVideo.asp?CEOVideoID=35>)

Driving Innovation

by Dr. Todd Harris, Director of Research, PI Worldwide

Todd discusses how today's business leaders can drive innovation and creativity within their organization.

(link: <http://www.piworldwide.com/PredictiveIndex/ViewVideo.asp?ReferenceKeyword=th2k10inn>)

Need a speaker?

check out our speaker's bureau

If you are in need of a speaker for your business, civic or charitable group meeting, check out the possibilities below. ADVISA experts can speak on a variety of topics around the themes of sharpening strategy, strengthening leadership and accelerating sales. Here's a sample of titles:

The Manager in the Mirror

Managing vs. Leading

Make the Most of Your Sales Talent

Blueprint for People

Harnessing Personality to Drive Increased Profitability

How to Beome an Exceptional Leader

Leadership Now: The New Leadership Reality

Seven Steps to a Successful Strategic Plan

Understanding People to Maximize the Power of Lean Six Sigma

Sound interesting? Learn more on our website via this link: <http://www.advisausa.com/pdfs/Speaker%27s%20Bureau.pdf>

Welcome

to our new clients

CICF, Indianapolis
The College Network, Indpls.
Domain Architecture, Indpls.
Hub Group, Indpls.

Lafayette Savings Bank, IN
Monsma, Grand Rapids, MI
Plex Systems, Auburn Hills, MI
iTeam, Brookfield, WI

Congratulations!

milestone anniversaries

ADVISA is honored to have clients that use our services year in and year out. We congratulate the following clients as they celebrate milestone anniversaries during the second quarter of 2010:

10
YEARS

Grabill Bank, April
C.E. Taylor Oil, May

5
YEARS

Sandridge Foods, April
Notions Marketing, May
Esco Communications, June
Cox Manufacturing Co., June

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