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Do my employees believe me?

By Brian J. McKay



Transparency amplifies credibility.

Transparency sounds like a terrific concept because it is about being authentic and hiding nothing from customers (both internal and external).

But, transparency is also a double-edged sword because it is about admitting shortcomings, mistakes, and uncertainty that are all part of your make-up as a human being. It's positive to the degree that your ego can take it. [Read More.](#)

Introducing Salary Surveys

ADVISA is pleased to announce that we have partnered with a compensation and benefits specialist in order to provide clients access to comprehensive salary surveys.

The data from these surveys have depth and validity that exceeds what is generally available through free online services. The resulting one-page report provides clear facts on the high, low and median compensation levels for a specific position in a given location. When might this be useful?

- You are launching a search and you want to know if your compensation level is competitive.
- You have a new position and you're not sure what is fair to offer.
- You are mindful of the increasing oversight of the EEOC into how starting salaries are determined and you want to depend more on data rather than negotiations.
- You have been restructuring and jobs in your company have changed a lot over the past couple of years.

Our partner provides quick data that starts at approximately \$175 per position. [Contact Dana Harrison](#), Manager of ADVISA Hiring, to learn more or get started.

It Only Takes One New Concept — A Tale From the Front Lines

By Jay Hawreluk

I recently completed Customer-Focused Selling™ training with a client that had never invested in any sort of sales training during their 40-year existence. They have a large field sales force of over 50 sales people acting as a distributor of electrical parts and services.

The National Sales Manager attended the class. He was one of their best field sales people, and due to his hard work and great results, had been promoted to the national sales role. He was eager to better understand the strategic process of sales and to implement new techniques to personally sell more and also be a mentor to his sales personnel.

At the start of the second day, the National Sales Manager asked if he could begin by sharing this compelling story: [Read More.](#)

**It's not too late to register:
PI® User Group: FanFest 2010
November 10th**

PI® Fridays with Bob

If you missed the first webinar of this series in September, you'll want to reserve these dates on your calendar now!

Deepen your PI knowledge and "pick the brain" of our most experienced PI expert, ADVISA President and Founder Bob Wilson, for an hour each month.

Please send questions by the Monday before each session to bwilson@advisausa.com.

Upcoming dates:

[October 29th, 9-10 a.m.](#)
[Dec. 3rd, 9-10 a.m.](#)
[Jan. 28th, 9-10 a.m.](#)

Got 2010 training funds left to spend?

There are just two PI® Management Workshop training classes scheduled in Carmel, IN, before the end of the year:

- November 2-4, Carmel, IN; Brian J. McKay, Instructor
- November 15-17, Carmel, IN; John Ranalletta, Instructor

[Contact Penny Pruett to register.](#)

If you would like to send employees for training at a different location or date, please contact your consultant to learn what might be possible.

Plan to Hire in 2011? Now is the time to start.

Are you hoping to have a new employee in place at the start of 2011? Believe it or not, now is the time to start the search. [Contact ADVISA Hiring](#) if you'd like extra expertise and assistance.

**More learning opportunities:
PI in Hiring webinars**

Join Dana Harrison, Manager of ADVISA Hiring, for this complimentary one-hour webinar that looks at the hiring process when it includes PI®.



There's still time to register for this opportunity to sharpen your leadership and management skills face-to-face with other PI users and ADVISA PI experts.

Date: Wednesday, November 10, 2010

Time: 9 a.m.–3 p.m.

Location: Lansing Center, 333 E Michigan Avenue, Lansing, MI 48933

Fee: \$30 per person. Includes parking, continental breakfast, and lunch.

[Register here.](#) Deadline is Nov. 3rd.

Welcome to our new clients!

Quantum Health Inc., Columbus, OH
OFS Brands, Huntingburg, IN
Bluffton Motor Works, Bluffton, IN
idegy, inc., Columbus, OH
Berlin Packaging, Chicago, IL
Cornerstone Information Systems, Bloomington, IN
Movimento, Plymouth, MI
Zotec Partners, Carmel, IN
Ray Laethem Buick-GMC, Grosse Pointe, MI
QuickStep Composites LLC, Dayton, OH
Community Physicians, Indianapolis
Scott Industrial Systems, Dayton, OH
Planned Parenthood Mid and South Michigan, Ann Arbor, MI
ColorMatrix Corp., Berea, OH

[Nov. 4th, 9:30 a.m.](#)
[Dec. 2nd, 9:30 a.m.](#)
[Jan. 6th, 9:30 a.m.](#)

Congratulations! Milestone Anniversaries

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

15 years: [Calderon Textiles Inc.](#), Indianapolis

10 years: [Behr America Inc.](#), Troy, MI

10 years: [Bloomington Hospital](#), Bloomington, IN

Columbus AMA Honors Paul Dumouchelle

Congratulations to ADVISA Management Consultant [Paul Dumouchelle](#), who has been honored by the American Marketing Association's Columbus (Ohio) branch for his work on the group's blog as well as for leadership of their Healthcare Special Interest Group. Paul received special recognition and thanks at a recent luncheon.

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