

Executive Communications

Michael K. Sherman, 440-829-4983, michaelshermank@gmail.com

Let's take pride in a district that respects its 'Norms'

Remember Norm from the TV series "Cheers?" "It's a dog-eat-dog world out there, and I'm wearing milk-bone underwear," he once said, as he took his infamous seat at the end of the bar.

How true – especially today – as (COMPANY NAME) and its competitors fall over each other to win business in a down economy. Let's face it... Clients are increasingly scrutinizing the value of their financial providers these days.

When it came to Norm's number-one client though – you know... the four-legged one at the end of the bar – everyone respected where he sat and gladly gave him his seat. Chalk it up to good relationships. After all, everybody knew his name, and they were always glad he came.

Our Opportunity

As (CITY NAME) district employees, we have the opportunity to, not only know each other's names, but the obligation to respect where people "sit" in terms of managing their client relationships.

There's enough stress in our lives that our experience within the workplace itself should be anything but dog-eat-dog. Many times, we've cross-sold expecting collaboration from the receiving partner lines of business only to realize over time that the communication has ended and our partner has run off with our client. The result is a loss of peer respect, disappearing teamwork and revenue that fails to materialize. Most importantly, the synergy created by our ability to deliver the greatest set of products and services in the competitive marketplace under one roof is lost.

We must formally establish a "captain and crew" format and adhere to it; a format which respects the managing salesperson's efforts to drive and captain a relationship, and partner with lines of business support to sell value and help retain the relationship without taking it over for personal benefit. Let's do the right thing for our clients and shareholders.

You're Engaged

Your district leadership team is committed to instilling a greater sense of community in our organization as a means to develop the same kind of trusted relationships with each other that our clients have come to value in us.

Our employee awards celebration proved a step in the right direction. But truly feeling like a part of an active tight-knit community requires being in the loop and having a stake in our collective success.

To that end, consider yourself officially in the loop with the receipt of this newsletter. We're stepping up our communications. This is the first issue of what will now be a monthly brief and portal to information about your and other lines of business, and ongoing advancements in our district.

You'll also begin receiving district-wide emails, so everyone is aware of important news about our activities and partnership events as it becomes available. As many of you know, cascaded information doesn't always reach every employee. Now, *everyone* will receive it.

...Cheers,

(District President)

Your feedback to this and any district communication is always appreciated. Feel free to contact me at (EMAIL), or our district public relations manager, (EMAIL).