



CONSULTANTS IN MINNESOTA

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PRESIDENT'S MESSAGE

BY
WADE HERSCHBERGER

Greetings,

Many thanks to Jack Rose and the others that organized the Bastille Day bash (even if Jack couldn't be there to enjoy it)! Good company, good food, great beer and some rousing game of croquet and horseshoes; what better could you do with a beautiful Sunday afternoon?

I'm hearing more and more about the volume of SPAM spewing forth nowadays. Depending on which statistics you believe 70-80% of email is SPAM and it's costing businesses around the world billions of dollars a year to combat it.

Like any other medium (snail mail, telephone), the pushers of products/services find a way to annoy the vast majority of people by swamping legitimate communication channels with junk. The big difference with email is the volume that can be generated at very low cost and with little human time required. Snail mail requires some cost for

every piece of direct mail that is sent. Telephone requires the time of a person on the phone so it's inherently limited. Email is practically free and you can send millions of messages per day.

The big three, Microsoft, Yahoo and AOL have a consortium that is looking at ways to combat SPAM. It will be interesting to see what comes of that.

There are many proposed solutions of various types. SPAM filters are becoming more prevalent and sophisticated. The problem with the filters is that SPAMers always seem to stay one step ahead. For example, early filters used email address (also known as 'black lists') and/or subject lines. Spammers figured out how to randomize the subject and from addresses. Content filters are easily subverted by changing spellings of words slightly, e.g. V.I.A.G.R.A. vs VIAGRA. Even the best filters have significant 'false positives'. As the filters become more so-

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MID-YEAR FINANCIAL RESOLUTIONS

BY THE MOTLEY FOOL

Remember last January, when you made all those New Year's resolutions to improve your finances? Don't despair. We're only halfway through the year, which means you have six months to improve your fiscal fitness before 2004.

Reduce debt

Paying down debt is just one aspect of credit management. As we discuss in our Cash In On Credit special, it also pays to keep tabs on your credit score and use credit (i.e., other people's money) to your benefit. Our Reduce

Debt toolkit shows you how to negotiate for a better rate or increase your credit score.

Save more

Everybody wants a bigger bank account. The way to build one is simple: Get money out of your hands before you can spend it.

Spend less

Start by figuring out where your money goes, by reviewing your bank statements, credit card summaries, and receipts piled on your bedroom dresser.

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*Volunteer speakers
needed at the
MHEA's
November 19
Meeting*

Next Meeting
Tuesday Aug 19

**"Health Insurance Is
More Than a Policy"**

by Jim Kugler

**Axel's in the
Radisson Roseville
Hotel**

2540 North Cleveland Ave.

Roseville, MN 55113

651-367-3697

RSVP

Social Hour: 5:30

Dinner: 6:30

ICCA Members \$25.00

Non-Members \$28.00

ICCA-MN takes its show on the road

Our chapter has been invited to present our "Strictly Business Road Show" to the Minnesota Homebased Entrepreneur Association. We are scheduled for MHEA's November 19 meeting.

The topic is "IT Department of One — When It's Always Mission Critical Computing". IN SUMMARY: Entrepreneurs must wear many hats operating their businesses, including IT. Most small businesses cannot afford a dedicated IT person and must rely on their own computer problem-solving ability. When the computer goes down, it's usually costing the business both in lost revenue and productivity. What to do when disaster strikes your system (data recovery)? When should you outsource for IT service? What can you expect to pay? What questions to ask a potential provider?

This is an excellent opportunity for us to share our knowledge with other businesses in the Twin Cities. Not to mention the invaluable networking opportunities. I have been told that this opportunity is open to any of our ICCA members so please contact Wade Herschberger, or Larry Bremer.

But wait, there's more...

Just by being ICCA members MHEA has extended an invitation to attend any/all of the next four meetings for free.

Sept 24: "Maximizing Your Internet Investment—Web Strategies for Small Business"

Oct 22: "Forget the CEO, Who's Your SEA (Search Engine Optimization) and Who's Not Finding Your Website"

Nov 3: "IT Department of One—When It's Always Mission Critical Computing"

Dec 17: "Technology + Productivity = Profitability—The Toolbox for Small Business".

Meetings will be held at the University Lutheran Church of Hope, 601 13th Ave. SE, Minneapolis.

PRESIDENT'S MESSAGE CONT.

(Continued from page 1)

phisticated, more and more computing resources are required to process email, driving up costs to businesses. The spammers seem to be able to stay one step ahead of the filtering algorithms.

Some have proposed a tax on each message sent to drive the cost up. But, that means that the cost of legitimate email goes up. Personally, I don't want to have to spend even 5 cents/message.

Others have proposed 'white lists' of approved users you'll accept mail from. This may work relatively well for many individuals, but I think it's difficult for businesses to use effectively. I certainly don't want potential customer email rejected! Plowing through thousands of SPAM messages to find the few legitimate emails is impractical and error prone. A variation on this is the

challenge/response where an email is sent back to the sender requesting confirmation of a human sender if the sender was not on your white list. This also has the interesting effect of putting even more load on the email servers - 3 messages instead of just 1.

The governmental bodies are trying to pass legislation to limit SPAM, but it's incredibly difficult to even craft the law correctly and then enforcement is even harder, particularly for international spammers.

I'm sure there are other proposals, but every solution comes with its own set of issues. So is there an answer? Some don't think so and believe that eventually email will go away as a primary communication mechanism. I'm not sure I believe that it will go that far, but I don't see a good solution out there.

What do you think???

Wade

MID-YEAR FINANCIAL RESOLUTIONS CONT.

(Continued from page 1)

Make more money, invest smarter

Investing hasn't been much fun over the past few years. But investing over the past few months has been a hoot (the S&P is up 21% since the beginning of March)! So how will the market perform over the next few months, and the rest of the millennium?

Retire in comfort

Retirement doesn't just happen. It takes active planning, deliberate saving, and regular monitoring. Sound fun? It's not that bad, especially after you put a plan in motion. Do it now. Your future golf buddies and shuffleboard partners will thank you.

Fool on!

Retirement doesn't
just happen. It
takes active
planning

OVERCOME YOUR FEAR OF PUBLIC SPEAKING

Here are some tricks of the trade to help manage and reduce your anxiety before and during your presentation. These methods are tried and true and have helped many presenters.

It seems that everyone has some degree of nervousness or anxiety. What I know is that you can live through those feelings and that over time they get easier and easier to deal with (but they never completely go away). Give these strategies a try and see if they will help you too.

How about having a conversation?

Think of your next presentation as a conversation. You have conversations all day, every day! Most conversations are non-threatening experiences, just a way for two or more people to communicate something. A presentation is no more than that, really. Think of your presentation as a conversation, just with a few more people.

Make some new friends in the audience.

Most people are nervous in front of an audience of strangers. You would feel more comfortable with a friend, or a group of friends in the audience. Next time you have to give a presentation to a group you don't know, do something revolutionary! Introduce yourself, shake hands, and greet as many of the audience as possible before your talk begins. That way, when you're standing in the front of the room looking out, it is no longer a sea of strangers, but a friendly group, because you met some of the people first. You'll want to find them in the audience and make eye con-

tact, and it won't be too hard, because they'll probably be smiling at you.

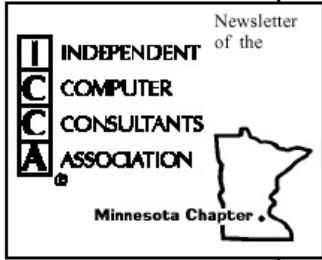
How about smiling?

Smiling has a physiological affect on us, it helps to calm our nerves and make us feel better. It also has the added bonus of making us appear more pleasant, comfortable and happy. Often times, the audience will mirror the expression of the presenter. If you smile, your audience will be more likely to smile back at you.

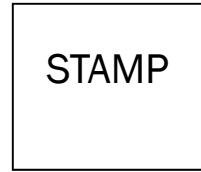
Let's review.

You've just learned some simple, yet effective, techniques to help reduce and manage nervousness while giving a presentation. I challenge you to try them out and see if they work for you. Remember to: 1. Have a conversation with your audience. 2. Make some new friends before your presentation. 3. SMILE! It just might prove infectious and make you feel a whole lot more at ease! 4. Learn from every presentation you give and you'll see that it does get easier and easier.





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First Class Mail



SELLING B2B

BY CHRIS PENTTILA

Customers aren't buying. Sales cycles are longer and more complex. Welcome to the world of sales in 2003. "The demands on salespeople today are greater than ever before," says Joe Galvin, vice president and research director of CRM strategies for Gartner Inc. "The bar has risen. It's not just a more competitive environment, it's an environment that requires greater skill."

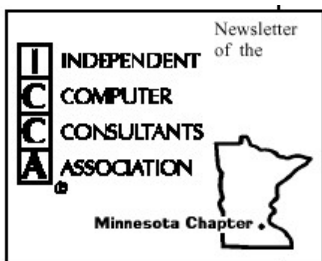
We sought out top salespeople navigating the trenches at well-known companies to find out how they sell. What goes through their minds as they make a sale? What's their process? This article will focus on selling Business-to-Business (B2B) technology.

1. Remember, it's about someone else's job. In B2B, a bad multimillion-dollar decision can be a career killer for the ambitious manager who's making the purchase, and this fear colors the buying process. "One of the key challenges is the implication to someone's

career. They're so emotionally attached [to the purchase], it's a hard sell," Minelli says. "If you can't show how you'll increase revenue and decrease operating costs, you're out of the game. You have to pull [buyers] into the process so they can articulate how this will add value."

2. Focus on first quarter. "With B2B, you're asking the customer at every step for a 'go' or 'no-go' decision, and sales cycles are much longer--months on end," Minelli says. "First and second quarter are the magic months. You have to make it happen then if you're going to close lengthy sales cycles within a fiscal year."

3. Don't sell a need; sell a vision. Minelli asks a lot of questions: How does this potential customer generate revenue? What is important to them, and where does our solution fit? "Customers don't care if you make your quota," he says. "They're concerned about their side of the equation. You have to find compelling reasons why this is good for their company."



*When You Hire One of Us, You
Get Our Collective Knowledge and
Experience*