



CONSULTANTS IN MINNESOTA

Officers

- **President:**
Wade Herschberger
voice: 612.805.5878
[cwh@
RevelstoneConsult-
ing.com](mailto:cwh@RevelstoneConsulting.com)
- **Vice President:**
John B. Rose
voice: 651.214.5053
jbr@icca.org
- **Treasurer:**
Larry Bremer
voice: 763.553.1994
[ljbrem@
cpconline.com](mailto:ljbrem@cpconline.com)
- **Secretary:**
Eric Romo
voice: (651) 688-6896
[EricRomo@
EricRomo.com](mailto:EricRomo@EricRomo.com)
- **Editor:**
Robert Newman
voice: 612.669.2030
[RNewman@
NewSynergyInc.com](mailto:RNewman@NewSynergyInc.com)

Call For Articles

Can you write a few paragraphs on an interesting topic related to what you do for a living? ICCA of Minnesota is looking for articles for this newsletter, for our web page, and for submission to larger-circulation journals.

Please help!

Send articles or story ideas to editors@icca-mn.org, or call us at 612-245-ICCA.

2ND ANNUAL BASTILLE DAY BASH

Bastille Day, July 14, 1789, signaled the start of the French Revolution. Peasants stormed and destroyed the Bastille prison, a mighty symbol of the ancient régime -- the "old system" of absolute monarchs, a corrupt and all-powerful priesthood, and a feudal system that kept peasants in poverty and despair.

Minnesota computer consultants celebrate the 215th anniversary of this historical milestone with a picnic gathering in Dakota County's Lebanon Hills Regional Park. We have reserved a modern shelter overlooking Holland Lake where we'll have four picnic tables, an oversized grill, serving counter, electricity, and water.



The shelter and restrooms are handicap accessible. Located on over 2,000 acres

Next Meeting

Bastille Day Bash

Sunday, July 11
11AM—6PM

Holland Lake Shelter

Lebanon Hills Regional Park Eagan, MN

Come as you are, Bring a friend,
Arrive early or late, Leave when you
want to, Wear whatever you like
(but please wear something)

RSVP

of naturally preserved park land in the heart of the southern Twin Cities metropolitan area, Lebanon Hills Regional Park offers year-round recreation opportunities.

This is a great opportunity to get reacquainted with your colleagues, swap consultant war stories, lift a brewsky, and discuss the rise of the Philosophes in the 18th century French Republic.

Members and guests are welcome. RSVPs (in French, naturellement)

are encouraged but not necessary. We'll have a charcoal grill going. Bring something to share. Beer and (French) wine for personal use, in less than case or keg quantities, (Bob) is permitted. Voluntary contributions to recover the approximately \$60 shelter rental are welcome.

BOARD OF DIRECTORS MEETING WED 7/7

ICCA of Minnesota announces its next Board of Directors meeting Wednesday, July 7 from 11:30-1:00 at Jax Cafe on University Avenue in Minneapolis. All members of Minnesota chapter of the ICCA are invited to attend.

Agenda Topics:

1. Value of ICCA/Member Survey
2. Marketing/Publicity for ICCA
3. ICCA-MN Scholarship Trust
4. Tradeshows
5. Open agenda

Location info:

1928 University Ave NE,
Minneapolis, MN 55401-4338
Phone: (612) 789-7297

Map

RSVP please!

Either reply to this message, phone 612-245-ICCA, or email me (wherschberger@icca.org)

Hope to see you all there!
Wade Herschberger 612-805-5878

WANTED: NEWSLETTER EDITOR FOR CONSULTANTS IN MINNESOTA



The August 2004 issue of Consultants in Minnesota will be my last issue as editor. The demands of my new business opportunities are causing me to re-evaluate how I'm spending my time. Unfortunately, the newsletter is one of the responsibilities that I will have to lay aside.

I probably spend about eight hours a month on the newsletter. Four hours spent looking for articles that may be of interest to all of you, and another four hours assembling them into the newsletter. I use Microsoft Publisher and Adobe Acrobat to create the finished product.

It isn't complicated to produce the newsletter, but I'm happy to train whoever undertakes this worthy endeavor.

Robert.

PHOTOS FROM NATIONAL CONF.

Here are four photos taken by Ray during the ICCA National Conference in Toronto.



Jack Rose visiting with another New Yorker, Walt Sloan, at the welcome reception on Fri. evening.



Randy Hayman and Bill Buending enjoy a lighter moment with ICCA Executive Director, Joyce Burkhard.



Randy Hayman along with Leigh Weber, ICCA National Vice-President (not pictured) presented "Setting Your Rate aka. The Cost of Doing Business" on Sun.



Bill Buending enjoying conversation over dinner with Dave and Pat Blondin (At-Large Chapter) high atop the CN Tower on Sunday evening.

GETTING PROSPECTS TO RETURN YOUR PHONE CALLS

TEN TIPS THAT WILL IMPROVE YOUR PERCENTAGES
BY BILL LAMPTON

When you review your list of phone calls you have made to prospective clients, you note these initials, or similar codes, that you wrote beside numerous names every month: HCB (He'll call back) and SCB (She'll call back). But do they, without additional prompting from us? Often they do not.

So we wonder, "How can I increase the percentage of prospects who return my initial phone call?" After eight years as an entrepreneur, I have discovered a few strategies that stimulate callbacks. Here are the tips that work best for me, whether I am leaving a voice mail message or talking to the office gatekeeper:

ONE: More than once, state the name of a prominent person who referred you. Open the call, not with your own name ("Hi, I'm Bill Lampton"), but with the referring party's name: "Harley Smith suggested that you might be interested in hearing about my services." Then close with, "As I said earlier, our mutual friend Harley Smith prompted me to call you."

TWO: Mention a specific point you want to talk with them about. "I'll appreciate the chance to hear your feedback about the bid I sent you last week."

THREE: Mention how the call will benefit them. "When you return my call, I will explain how my services can improve your company's employee morale and customer service at the same time."

FOUR: Suggest a specific date/time: "I will be in my office tomorrow morning between 9:00 and 12:00, and I hope you get an opportunity to call me then." This suggests that a returned call in that span won't initiate long-term telephone tag.

FIVE: Give the recipient the privilege of setting the preferred date/time: "I'm going to give you my E-mail address now. Will you please send me a short message, mentioning what day and time are convenient for us to talk? I will keep my line clear for your return call then."

SIX: Promise to keep the return call brief: "When you return my call, I promise to take no more than three minutes of your time. You can hang up if I'm not finished by then."

SEVEN: Confine your message to three or four sentences, even with a receptionist. If the executive assistant or voice mail message identifies you as longwinded, you are less likely to get called back.

EIGHT: Say something that connects you with their organization: "I know your company quite well, because I did an internship there during my years at the university."

NINE: Give your phone number at the start of your message and again at the end. If the person missed jotting it down the first time, she has a second chance without replaying the message.

TEN: Say, "In case it's better for you to return the call after hours, here is my cell phone number." This doubles your access, and indicates you give service beyond closing time.

Having shared these tips, I will ask whether you are enjoying return-call success using strategies I haven't mentioned. If so, please share them with me by E-mail. Like you, I remain open to any legitimate approach that strengthens my business.

drbill@ChampionshipCommunication.com

July's Motivational Quote

"The leading rule for the lawyer, as for the man of every other calling, is diligence. Leave nothing for to-morrow which can be done to-day."

If.

- A. Lincoln