

bean there an online newsletter from baxter bean

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Building on Value!

UFA asks Baxter Bean to help its team meet new sales objectives



UFA is a co-operative with 34 farm supply stores in Alberta and over 120 petroleum outlets in Alberta, BC and Saskatchewan. UFA retails products such as crop inputs, grain storage and handling, livestock equipment and supplies, lumber and building materials.

The Challenge

UFA wanted to develop a new training program to teach and inspire their sales teams to meet the new sales objectives of average transaction value (ATV) within their stores. The goal was to have personnel think about sales in a new way and to acquire an additional skill set in ATV sales to achieve the new objectives.

The Solution

When UFA's Manager, Customer Service and Sales, Tim Wakaruk started his search for a training and strategic direction company, he quickly found Chuck Bean. The two met and found that there was a great fit, in part because of Chuck's agricultural background.

UFA wanted to create online training modules, as well as workshops for sales personnel. Baxter Bean started by writing the copy for the first online training module and then worked with UFA to fine tune the document. Once this was well in hand, Baxter Bean created and delivered a sales and service program to the inside and retail sales and services teams at UFA, which was followed up by another sales program for the building services sales team. Baxter Bean wrapped up the project by creating copy for a second online training module.

The momentum for this entire project was propelled by an in-house sales contest for the employees. It focused on ATV and leveled the playing field so that anyone could win based on a percentage increase rather than total sales. For the rural outlets this was a positive move, and it inspired the teams to focus on what they had learned as well as the organization's new objectives for the six-month run of the contest.

The Results

The results of the training modules, workshops and contest have been very positive says Wakaruk. Sales personnel are more engaged and have implemented competitions with

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Quotable

I see, I forget.
I hear, I remember.
I do, I understand.

- Chinese Proverb



surrounding stores. And Baxter Bean's involvement was well received especially during the workshop sessions.

"Chuck brought in a different view of what we do. He's enhanced what we do and has added value to it," says Wakaruk. "Our goal was to educate our workforce about ATV and to build business acumen. Since we started this program there has been an impact. People are much more aware and we have seen the spin off."

For more about our programs and services, visit www.baxterbean.com.

Introducing Colleen Henderson

We are pleased to welcome our newest associate, Colleen Henderson. Read on for her bio.

Colleen Henderson takes an idea, adds in a little creativity and makes it a success. She is adventurous, determined and flexible. If a sales or business plan isn't meeting its targets, Colleen can re-evaluate it and propose an idea that hasn't been considered previously. These ideas are proven and always result in generating growth and profit in fast-paced sales and business environments.

A Carleton University Bachelor of Journalism graduate, Colleen has worked with companies such as McGraw-Hill Ryerson and Pearson Education Canada in senior management roles. Colleen has been a consistent top performer and has a proven record of exceeding expectations.

Colleen has work experience worldwide and on a personal level has completed three world trips. These experiences have taught Colleen to be open to new ideas and she has clearly capitalized on this skill to seek creative solutions in a variety of sales and business environments.

Colleen and her family make their home in the Marda Loop area of Calgary.

Upcoming Programs from Baxter Bean

Stand and Command

Next Dates: October 30 & 31

Presentations and public speaking can be a career maker!

These public training programs are limited to 6 participants and will teach each participant the tactics of being an effective presenter. The training will focus on making presentations with and without visual aids (PWPT, etc), as well as small group public speaking, impromptu and small meetings.

The program is structured as an intense, yet non-threatening session that will enlighten and build confidence.

Learn more about this workshop by visiting www.standandcommand.com. Call our office at 403.283.2225 and register via the telephone or e-mail info@baxterbean.com to register online.

Brain Candy

What Sex is your Brain?

The BBC web site has an experiment to see if you think more like a male or more like a female. Check it out now and see what sex *your* brain is.

<http://www.bbc.co.uk/science/hottopics/intelligence/quiz.shtml>

Want to Learn More from Baxter Bean?

Now is your opportunity to receive a 1 hour free assessment from Baxter Bean. This free service - no hidden fees, or sales pitch, will give you a chance to see what we can do for you.

To sign up for this opportunity, please e-mail Baxter Bean at info@baxterbean.com and reference the **September 2007 E-zine 1 Hour Free Assessment Offer**.

We look forward to hearing from you.

The small print

If you have any questions about our newsletter, please contact Baxter Bean by e-mail at info@baxterbean.com or call us at (403) 283-2225. For more information about Baxter Bean, please visit our Web site at www.baxterbean.com.

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