

WHY A GIRLFRIEND?

Because you have to try always to amuse her, to make her happy, to give her the best of you and of your capabilities, to make her successful, etc.

WHY A BABY?

Because you have to educate him but kindly, because you have to show him the right way, to assess him and to try to help and sometimes show with little mistakes why is he wrong, but always taking care of it to make it grow, because you want the best for him and having your own benefit of course at the same time.

WHY A MARRIAGE?

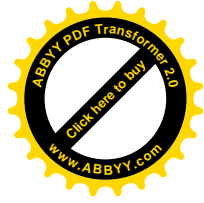
Because you will have to try many, many times to do things in different ways to achieve the desired results or even the same results, because you will have to support it even when things go wrong, because sometimes clients are aggressive, disrespectful and mean, but at the end you must try them the better you can, because you have obligations and responsibilities and because you are liable also for the results of the relationship.

WHY A SIMPLE COMMODITY?

Because sometimes a client is just a transaction, sometimes can be a really easy operation in which there's no personal involvement.

In any case, as Girlfriend, as a Baby, as a Marriage, as a Commodity or as many images and comparisons you want to have, the providers or vendors orientation must always be for giving service and that point must never be forget. Doing so converts a simple orientation into a strong discipline and a strategic business vision. When doing it in a sensibly trustable manner and as a sustained effort along time, the win+win relations grow and then they can be maintained for years without doubt. It is not easy, because along the time the customers´ staff changes many times, changing many executives along the way, making very difficult to give the same service to different people and try to maintain the same mission and vision in a changing environment and when the negotiations are always in different scenarios.

But even as hard as it can be perceived, ruling the activities and the service to provide with a strong discipline, believing in its customer orientation and working by it, it is not only easier, wiser and smarter, but effectively, because the rule that can never fail is that clients want more from the money they are investing in any provider, they want the best people in their teams and want to generate the higher profits for their companies, while if possible, finding nice people to work with and in many ways people with whom they can convene and trust for new risks and business with the ones they are going to grow professionally in their companies.



WINNING THE TOUGHEST CUSTOMER

Just as said before, treating right as expected each customer can be a difficult experience. Previously defined as a Girlfriend, as a Baby, as a Marriage or as a Commodity, it world known that woman represents the TOUGHEST CUSTOMER. If you are ready to handle any situation with your customers as if they were only women, then you are ready for success. There are many important reasons to take care of when dealing with your customers. Some of them are not known by everyone, but that does not necessarily mean that the women, in this case our customer, is not aware of them. Some situations have occurred before even they were born, but at the end they act and react always the same manner.

Let's just think of different issues related to the mental, physical, professional and personal profile of this customer. For example, Worldwide, women spend about \$4 trillion annually; Most women will take charge of their family's assets at some point in their lives; Women who use a product at home will also buy it for their offi ces; Female consumers process information more slowly than men, take longer to make up their minds, focus on different product qualities and require more follow-up... at this point are there no similarities with your daily customers?

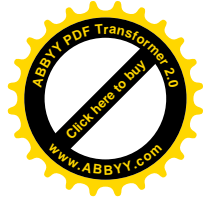
Lets take a close look to more details: Women have larger vocabularies than men, present events in greater detail and leave longer phone messages; Women have adapted their natural communication style because they live in a world they do not control through physical, social or economic power; Men communicate to show power, solve problems and achieve goals; Women communicate to develop relationships; When women get angry, their hormone levels remain elevated for 24 hours; When a man makes a sales presentation to a woman, he should demonstrate that he is listening to her.

THE LARGEST MARKET

Women are the largest consumer market in the world. They spend about \$4 trillion annually. To sell to them successfully, learn how their communication style differs from that of men. For example, one study of 10,000 consumers found that women's expectations of products and services differ from those of men, and that women have different decision-making patterns. To succeed with women, a brand must: Meet high expectations; Fulfill a community need; Create a special feeling. If you meet women's criteria, they will become loyal customers who bring you new business through positive word-of-mouth.

SLOW DOWN: A WOMAN IS SHOPPING AHEAD

Many businesses have recognized the importance of the female market. They understand how women make decisions. However, the financial service, auto and home-improvement businesses lag behind other industries in reaching out to women. Salespeople in these fields are constantly surprised at women's reactions to their language and behavior. Men like to make decisions and solve problems quickly.



Women, in contrast, may spend hours looking at products and gathering information without making a purchase.

Thus, some salespeople find dealing with women's decision-making styles frustrating. They try to control the conversation, cutting off women customers in midsentence and ignoring their questions. This kind of mistake can cost you business. Taking the time to understand women customers and to adjust your selling style to acknowledge how they differ from men can be very profitable. Salespeople must learn to work with female customers, even if that necessitates obtaining additional training. Even racial differences are less important than gender differences, since women as a group have more in common with each other than they do with men of their own race.

HOW DOES YOUR CUSTOMER THINK?

Women process information differently from men: They absorb information more slowly; They multitask more easily; They take longer to make up their minds; They focus on different product or service characteristics; They require more follow-up. Because of these differences, salespeople, especially men, often assume that their female customers are distracted. They perceive women's questions as off-topic. However, since women consider different factors than men when they make purchasing decisions, their questions actually make sense.

MARS AND VENUS HAVE A CHAT

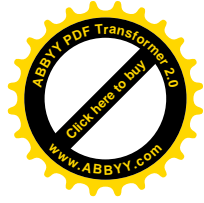
Women enjoy telling stories and recounting events in detail. They even leave longer phone messages than men. When women communicate, their goals are to establish rapport, work with others and share experiences. They focus on the emotional and the nonverbal. Women may have adopted this communication style because they live in a world that they cannot control through physical, social or economic power. Their communication style differs from men's in the following ways:

They have larger vocabularies; They use less jargon; Their grammar is better; They use more emotional words, including more adjectives; They are more indirect and their statements tend to sound like questions; They use more body language; They avoid mentioning specific quantities.

In contrast to women's focus on building relationships, men communicate to show power, solve an immediate problem or achieve a goal. They prefer a logical, step-by-step approach. They tend to compete rather than to collaborate. Because they have different goals, men and women often seem at odds during conversations. Some of these differences may become less marked with social change and the passage of time. As women have entered the workplace and moved into managerial roles, many have adopted a more direct, "masculine" form of speaking.

TREAT HER RIGHT

You may live to regret offending a woman customer. Women stay angry longer than men. Studies have found that a woman's hormone level remains elevated for 24 hours after she has an argument. A man may quickly move on from an upsetting incident, while a woman's thoughts and emotions linger on it for a day afterward.



However, when you answer women's questions and treat them respectfully, you can count on their repeat business, good word-of-mouth and loyalty. If a woman decides she likes your product, you'll gain repeat business two ways:

- More purchases from the same customer – When women like your product, they will buy it often.
- More purchases by the same customer for use in two locations – About 86% of female business owners buy the same products for their homes and offices. And, your reputation will improve.

Women spend 30% more time shopping than men, and they talk with one another more frequently than men. They spread the word about their sales experiences – good and bad. One study of referrals in the financial services industry found that women speak positively about an experience 28 times, compared to only 13 times for men. Women stick with products they like. They keep buying favorite products even when companies upgrade them and increase prices.

TALK TO "YOUR FEMALE CUSTOMER"

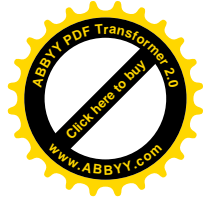
When you make a sales presentation to a woman, your goal should be to demonstrate that you're listening. If a female customer feels you're not listening, you won't make the sale. To get on the same wavelength as your women customers, try the following:

Use adjectives – Describe your product or service; Use emotional words – "Devoted," "pleased," "delighted," "upset" or "angry" all evoke feelings; Use both male and female pronouns – Say "she" and "her" as well as "he" and "him"; Be patient – Women take a longer time to evaluate their options than men do. After a woman stops speaking, wait a few seconds before you begin the conversation again. Offer testimonials and references – Women often pay attention to the opinions and experiences of others.

Acknowledge feelings – For example, if your customer complains that a machine has too many dials, agree that the design is confusing and explain what the dials mean. Show that you're paying attention – Paraphrase what you've heard. Clarify – Use such phrases as, "If I understand you correctly, you're saying that..." When you speak to a man and a woman together, don't ignore the woman – Give her 20% more time to talk than you give the man. Use body language – Show respect by meeting her eyes. If appropriate, take notes. Follow the woman's lead – Let her shape the conversation. Emphasize your product's social aspects – A large car has room for carpooling; a large-screen TV is easier for older relatives to see; certain foods are more nutritious.

"SEVEN STEPS TO SELLING TO YOUR WOMAN CUSTOMER"

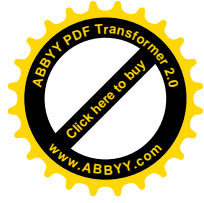
Some sales professionals believe that it is easier to sell their products to men than to women. They say they can make a sale to a man with two or three conversations, while it takes six to eight conversations with a woman. However, once women decide to buy, they tend to generate more business per customer than men.



To gain these valuable customers, follow seven key steps:

1. Make a good first impression – Shake hands. Offer your card. Smile. Present yourself as a warm, caring person.
2. Gather information – Find out “what she does, how she does it, where she does it, when she does it, who she does it with and why she does it that way.”
3. Demonstrate that you understand her needs – Women customers may feel that their understanding of you and your product matters less than your understanding of them.
4. Share information – But don’t be arrogant. “A salesperson should advise – not tell.”
5. Demonstrate that your product fills her needs – Answer the question, “What will it do for me?”
6. Move toward a commitment – Don’t panic if a woman says, “I need to think about it.” She’s being honest with you. Follow up.
7. Establish trust – Make sure your customer doesn’t experience buyer’s remorse by keeping your promises and staying in contact even after you close the sale.

Don’t underestimate the importance of the setting of your sales meeting; it can shape women customers’ perception of your credibility. Examine your office from the client’s perspective. Make sure it is clean and neat. Pay particular attention to your desk, which may become the focus of the meeting. Eliminate piles of papers and clutter. Have pens and paper available for notetaking. Use personal touches, such as family photographs or mementos, as conversation starters. Mention your client’s name at least three times during the meeting. Convene large meetings at a round table, which implies equality among the participants. Place any couches or chairs at 90-degree angles to each other. The communication tactics you use to appeal to female clients will have a positive effect on your male clients as well. Women are demanding consumers. If you can win them over, you can probably convince anyone.



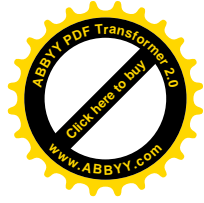
4. THE PROMOTIONAL SALES APPROACH INDEX

If I could make a catalog, a glossary or an alphabetical guide for the success in what a "Promotional Sales Approach" must include, I would like to share this list of skills, of attitudes, of values, that in any business and in any organization must be useful and a natural resource for using it in difficult times, growing and enjoying life while doing win+win relations.

**"THE PROMOTIONAL SALES APPROACH"
AN INSIGHT TO A CUSTOMER FIRST ORIENTATION SERVICE.**

(My personal "Promotional Sales Approach" Index):

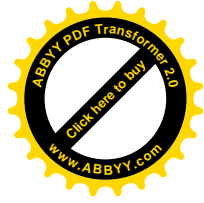
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- Workaholic
- Workflow Manager

THE LOGISTIC INDUSTRY





- DESCRIPTION

This turbulence has turned an “operandi modus” that attempts to the natural logic of doing things at its proper time, moves natural pleasure differential factors, (as the ones related to artistic processes and other tasks), and becomes a career against time, crucial element to carry out all the processes, without considering that at the end all and each one of the processes are carried by persons or machines that require at the same time the due time for all.

The risk that this conveys is enormous if we do not stop thinking that at the end, as in the beginning, the ones who receive the service are the persons and that so much hurry does not agree with the same peoples nature, neither the service that people expects for itself, since nobody is pleased when getting hurried, neither being attended with hurry, therefore runs the risk of being bad attended, to stop receiving personal special treat or simply pleasure treatment, turning the society in general into a rough, cold and impersonal society.

1. Logistic Industry

Logistics is the practice of transporting goods and people between two or more points. Logistics originated in the Bible with Joseph and Noah, and exists today as the means of expanding global commerce, and military and humanitarian relief efforts. The greatest engineering, architectural and military accomplishments depended on conquering logistical challenges. The Age of Exploration produced mercantilism, expanded capitalism, imported materials, and exported culture and political systems worldwide. Transport advances cause changes in freight handling and in national infrastructures. Industrial Revolution inventions changed transportation, shipping and logistics. The first use of containers in the 1950s revolutionized maritime shipping. The introduction of wide body airplanes in 1969 lowered costs and expanded access to landlocked countries. Most international shipping today consists of transporting semi-finished goods. Terrorism, technology and new regulations changed the role of the freight forwarder.

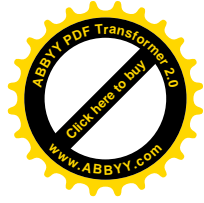
What is logistics in the United States?

A recent study defined logistics as:

That part of the supply chain process that plans, implements and controls the efficient flow and storage of goods, services and related information from the point of origin to the point of consumption, in order to met the customers’ requirements. Today’s modern, efficient warehouses/distribution centers are the heart of logistics, and provide control, efficiency and velocity for goods moving through the system.



A bit broad, but the elements that make up the modern logistics



industry continue to evolve as the breadth of value added services warehouse logistics providers offer does. This expansion has been accelerated by three vital trends in the new economy:

The general trend toward outsourcing,
The previously unprecedented growth of e-commerce and
The importance of the partnership aspect of the manufacturer/marketer-logistics provider relationship.
A recent study found that 95 percent of the U.S.'s chief executives believe they should have some form of logistics strategy, and nearly 50 percent of the nation's CEOs are currently incorporating supply chain planning into their overall business strategies.

One thing is certain: no matter how logistics is defined, the function accounts for 8.7 percent of the total U.S. Gross Domestic Product (\$910 billion in 2002). It is growing dramatically in terms not just of services provided and outsourced but in terms of volume. The industry's 3PL provider element (that most closely served by IWLA) alone counts for more than \$78 billion and is estimated to be growing by 15-20 percent per year.

Its benefits include:

- Reduced need for personnel
- Reduced transportation and distribution cost
- Improved customer service
- Improved cycle time
- Free-up capital in manufacturers' and marketers' non-core areas

What is logistics in the United Kingdom?

Logistics Industries – Overview

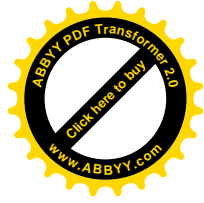
The UK logistics sector is worth £74.45bn to the economy. It currently employs approximately 2.3 million people spanning some 196,000 companies. Freight logistics companies fall into two groups, those that manage their own distribution system such as Weetabix and those that manage it on behalf of another company such as Exel or Eddie Stobart Ltd., such organisations are referred to as Third Party Logistics (3PL). Over 60% of UK freight is carried out for "Hire and Reward" on behalf of another company.

Skills Shortage

The industry has previously suffered from major skills shortages, in particular of LGV drivers. Our research has identified that recruitment of LGV drivers is not currently a major concern for employers. However, recruiting women into the profession still proves to be a difficult task.

Industry Perception

Logistics currently suffers from a misguided perception that it is a poor industry in which to develop a successful career path. There are many career opportunities



available at a variety of levels within logistics which is a message that needs communicating to potential employees.

Supply Chains

It is the nature of logistics that it underpins virtually all sectors of industry – any organisation that moves, handles or stores goods or materials makes direct use of the function. The following is a list of Supply Chains that are supported by Logistics.

- Food & Drink
- Chemicals & Petroleum
- Automotive
- Construction
- Electronics & Electrical
- Pharmaceuticals & Healthcare
- Paper & Printing
- Clothing & Footwear
- Furniture & Furnishings
- Utilities*
- Third Party*

➤ *Not strictly supply chains but important sectors that need individual consideration.*

MOVING PEOPLE AND THINGS

Logistics – the jobs of transporting goods and people between two or more points – may have started with Noah and Joseph in biblical times. Noah was charged with gathering two of every species and building a ship for his family and cargo for an indefinite period. Joseph's logistical challenge developed after he interpreted Pharaoh's dream of an abundant harvest for seven years followed by seven years of famine. Joseph suggested ways to increase crop production and to store the grain in various distribution centers for the impending shortage. The plan worked and Egypt had enough food. Both cases involved the basic task of logistics. When people need shorter communication routes, better security, large construction projects, military campaigns or emergency assistance, logistics are a focal point. Often, logistical challenges teach valuable lessons.

THE GREAT PYRAMID AT GIZA

The Great Pyramid at Giza has fascinated visitors for 4,500 years. How two million granite and limestone blocks, some weighing 50 tons, were shipped and placed remains a mystery. History does not know how the estimated 30,000 workers survived working in this desolate area for two decades or more. By the time work began at Giza around 2600 B.C., Egyptian civilization was 1,000 years old. Forming these workers – who were not slaves – into groups was an accepted labor structure. The workers and their families were housed and fed to keep them productive. The site was chosen for its soil quality and its