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## Feature Article

### *Working Effectively From Your Home Office*

*by Sue Pistone*

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The following are tips for making your office work easily for you:

1. Arrange the office where everything is within arm's reach.
2. Embrace the theory that there is a place for everything.
3. Determine your work hours and keep those separate from your personal time.
4. When you go into your office, do your work and when you finish leave your work there and enjoy your personal life.
5. Instruct everyone in the home that only you will answer your phone line. (Professionalism is extremely important in a home office)
6. When leaving your office, leave a message such as the following:



"Thank you for calling Sue Pistone. I am on an appointment and will be returning my calls between 3 and 4. Please leave a detailed message and the number where you will be at that time and I will call you back."

Clients love it because they actually know when they will get to talk to you. It is critical you make an appointment in your time management system with an alarm to remind you to return those calls between 3 and 4. Then set your next message for the next time you will return calls. It is a good idea to return calls three times per day. Perhaps 10, 2 and 5, if that works for you.

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7. Your e-mail should be checked only 3 times per day. Schedule it on your calendar.

The advantages of working from your home are exciting. It gives you flexibility of working the hours you choose without the hassle of drive time or the stress of traffic. It is important when you choose to work at home that you engage in professional activities such as sales meetings, association functions, etc. to enhance your synergy and to keep informed of the latest trends in your area. Using the previous suggestions will help you become more successful and have the time to enjoy your personal life more.

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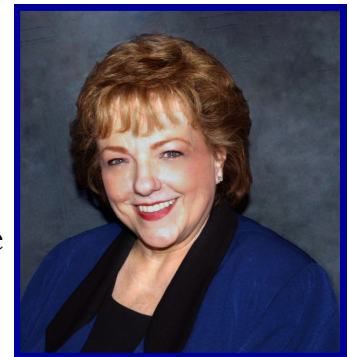
# SUE PISTONE

ORGANIZATION

## *Voice Mail Technique*

Tired of playing phone tag? Here is a way to minimize this.

Script your message, i.e., "Thank you for calling Sue Pistone, I am on an appointment (in a meeting) and will be returning my calls between 2:00 and 3:00 this afternoon. Please leave a detailed message, the number where you will be at that time, and I will return your call."



Then make a definite appointment with yourself on your daily plan to return the call. This now allows the caller to know when you will be calling.



People are talking about Sue....

"Thanks to Sue Pistone we finally have a workable system for our files and records. It's easy to use, and we can actually find those files quickly."  
Patricia Bradley, Owner, Bradley's Art & Frame

### ABOUT SUE PISTONE:

Sue is an expert at eliminating the daily disorganization that often keeps individuals and companies from achieving the success they deserve. After working with Sue, you will be able to say, "I am an organized and do it now person!" With 30 years experience in the sales industry Sue is known as a merited speaker and consultant to diversified companies and individuals.

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# DONNA FISHER, CSP

NETWORKING

## *May I Have Some of Your Time?*

When you want people to listen to you try saying this:

"Do you have about ten minutes to listen and then give me your opinion of this marketing idea that I have?"

"I am attempting to sort through an issue I'm dealing with. Are you available to listen to me? I find it very helpful to be able to think out loud."

"Would you be willing to be a sounding board for me while I review the plans for my project?"

"I would value your advice regarding a problem we're having with the xyz campaign. Do you have a time today to hear my ideas?"



People are talking about Donna....

"I am still getting phone calls about your program. Thank you so much for making our first program of the year such a success!"

Linda Waldman, Association of Volunteer Administrators

### ABOUT DONNA FISHER:

*Donna Fisher, CSP, is a marketing consultant, best-selling author on networking and expert how people can best communicate and connect with one another to create opportunities. Her programs are ideal for people who want to increase their business by mastering their people skills and building strong alliances with others.*

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# WILLA DECKER

HEALTH & WELLNESS

## *Staying Calm in the Midst of the Storm*

When did life get so complicated?  
Nobody told me I'd have days  
like this.

What is the secret to staying calm  
that you can control?

Making minor changes in the way  
you think and act can contribute  
greatly to your ability to stay calm.



People are talking about Willa....

"On behalf of the whole CaLab Team I would like to thank you for an awesome seminar. The things you shared with us will be beneficial to us all in the work environment, as well as our personal lives."

Keri A., CaLab, Inc

### ABOUT WILLA DECKER:

*Willa Decker conducts seminars and workshops on Stress Management, Team Building, Humor and Nutrition. Willa's medical background as a nurse, combined with her humorous delivery, assures that every presentation is both enjoyable and effective. Her presentations focus on life's total health: physical, emotional and spiritual.*

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# TOM BRITTON

SALES & MARKETING

## *Can I Trust You?*

When people meet with a sales person, in their mind, they subconsciously ask 3 questions:

1. Can I trust you?
2. Do you know what you're talking about?
3. Do you care – about me and my situation?



Keep this in mind and rise to each occasion. How? Be genuine, knowledgeable and customer focused.



People are talking about Tom...

"We have invited Tom back to speak to our people 5 times now."

Linda Moorehead, CEO Blackhawk Management

### ABOUT TOM BRITTON:

*Keynote Speaker, Author and former bank CEO with the Magic Touch . When your people need to re-connect, get motivated ...or just simply get their own magic back... Tom Britton will provide some profitable results for your group! Did we mention that Tom is also an award-winning magician?*

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# Theresa Behenna

CHANGE

## *Where Are You Sitting?*

Overcoming fear of failure and challenging situations to achieve goals builds strength of character and results in ultimate fulfillment.

Sitting in a comfort zone usually means settling for mediocrity.



People are talking about Theresa...

"Your keynote at the RISD Paraprofessional Conference was marvelous! I'm really working on some of the things you talked about. Your sharing made a real difference to me - thanks so much!"

Wendy Wise, Greenwood Hills Elementary School, Richardson ISD

### ABOUT THERESA BEHENNA:

*This entertaining motivational speaker/pianist and recording artist, specializes in kicking off or closing conferences and meetings. Her piano skills and message dazzle audiences everywhere and guarantee a truly unique program. Theresa is an internationally acclaimed entertainer having appeared in some of the world's most prestigious venues, including the Winter Olympics in Turin, Italy.*

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# PEGGY MORROW, CSP

CUSTOMER SERVICE

## Don't Just Rotate Your TIRES!

Have a job rotation day. Designate one day a month when a number of employees cross-train and learn a little bit about somebody else's job.

This gives the employee a chance to see the big picture and how what they do fits in and is important in delivering good internal or external customer service.



People are talking about Peggy....

"Your session on "Managing and Motivating the Generations" was a big hit at the hotel. Managers that attended the class are still talking about it. It is great when a session creates as much conversation and interaction as you session did."

Keith Schmitt, New Orleans Marriott

### ABOUT PEGGY MORROW:

For over 25 years Peggy has been in demand as one of the top customer service loyalty, teambuilding and communication skills speakers. She has developed comprehensive external and internal customer service and team building programs for a variety of clients both large and small. Peggy is author of four books on customer service, customer loyalty, teams and communications skills.

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# WAYNE SPRINGER

LEADERSHIP

## *Inclusive Leadership Tip*

"There's never just one cockroach."

Leaders should recognize that if there's one chronic problem with a person or a department, then more than likely there are a bunch more, undiscovered by the leader, that need to be found out and addressed.



People are talking about Wayne....

"Wayne was just fantastic! This is very valuable information to me and I can start using this knowledge next week to make money!"  
Mike Marchev, Marchev Seminars Corp.

### ABOUT WAYNE SPRINGER:

*When you need a keynote or breakout session speaker on the topics of Leadership, Technology, or Entrepreneurship then you'll want Wayne Springer. As a business entrepreneur and CEO of a top Houston company, Wayne speaks from first-hand experiences. Wayne delivers business ideas with humor, memorable stories and a focus on taking action.*

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