



<p><b>August 2012</b></p>	<p><b>Counseling Versus Consulting:</b></p>
<p><b>Tip of the Month: Sales</b></p>	<p><b><i>Why Focusing on the Individual is the Key To Promoting Success</i></b></p>
<p>One of the wisest ways to succeed in business is to start each day with a focus on selling.</p> <p>To do this, write down five things to do that day that directly lead to a sale, such as call "x" number of new customers, ask existing customers if they want to reorder, run a sale that promotes larger orders in return for a discount.</p>	<p>Elbert Hubbard, a prominent American writer, publisher, artist, and philosopher wrote;</p> <p><i>"There is no failure except in no longer trying; There is no defeat except from within; No really insurmountable barrier save our own inherent weakness of purpose."</i></p> <p>In essence, all of us can pretty much achieve anything when we want it badly enough. This holds particularly true with self-employment and small business pursuits.</p>
<p><b>Other Resources Tailored to Supporting VR Customers in Business</b></p>	<p>As experienced Vocational Rehabilitation Counselors, you've witnessed firsthand the difference between customer's who truly want to advance and those who may lack the self-confidence, conviction and drive to go the distance. You've also seen the positive results of helping your customers to overcome feelings of self-doubt by teaching them how to learn about and effectively utilize the resources they require. You also know the value of encouraging them to celebrate progress along the way.</p>
<ul style="list-style-type: none"> <li>• <a href="#">5 Steps to Self-Employment</a></li> <li>• <a href="#">10 Steps to Venture Launch</a></li> <li>• <a href="#">SBA Loan Programs</a></li> <li>• <a href="#">Strategies for improving cash flow</a></li> <li>• <a href="#">What's a business incubator?</a></li> <li>• <a href="#">How do I incorporate my business?</a></li> <li>• <a href="#">Can business payroll be outsourced cost-effectively?</a></li> <li>• <a href="#">Can I sell my products/services to the government?</a></li> <li>• <a href="#">Common Business Terms</a></li> <li>• <a href="#">Assessing strengths and weaknesses</a></li> <li>• <a href="#">Researching business opportunities and threats</a></li> </ul>	<p>This month's News Brief reinforces the power of your role as counselors in this regard. By sharing the following FAQs with your customers, you can further assist them with self-discovering their strengths, rediscovering their will to succeed and launching an action plan that drives results!</p> <ul style="list-style-type: none"> <li>• Do I have what it takes to be, <a href="#">Self-employed?</a> <a href="#">Own a business franchise?</a> <a href="#">Start a small business?</a></li> <li>• Is my <a href="#">business idea valid</a>?</li> <li>• Is there an <a href="#">experienced business mentor</a> that I can talk to free of charge that will work with me over the long-term?</li> <li>• Is there a simple way to look at <a href="#">what a total business operation requires</a>?</li> <li>• Do I need to <a href="#">register the name of my business</a>?</li> <li>• Do I need to <a href="#">trademark</a> my business or product name?</li> <li>• What is a <a href="#">Tax I.D. Number</a>? Do I need one?</li> <li>• How can I project <a href="#">how many products I need to make each month</a> to reach my financial goals?</li> <li>• How do I <a href="#">calculate profits when I have multiple products</a>?</li> <li>• Are there <a href="#">templates and sample business plans</a> I can look at?</li> </ul> <p>For help with these and other questions your VR customers may have, feel free to <a href="#">AskBUZ</a>. Thank you.</p>

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