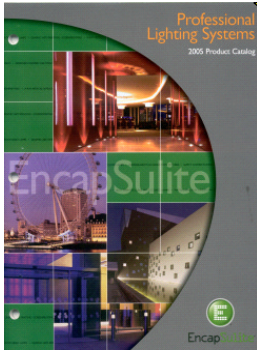


Encapsulite introduces NEW 2005 literature catalog.



Contact your local JLF Rep for a current copy.

For all your safety coated lamp needs:
Think of EncapSulite

Men facts

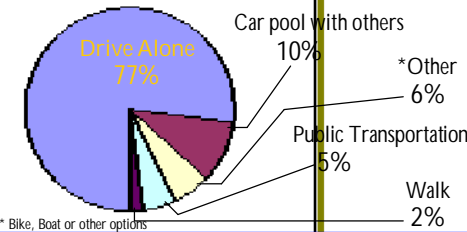
CareerBuilder

- How much does the average guy tip his waiter? 17%
- The percentage of men who'd spend more than \$5,000. to save their pet's life: 19%
- Percentage of men who occasionally slip money to the maitre d' for a better table 25%
How often it works 9 out of 10 times.
- The average guys credit score is #678

Commute Choices

CareerBuilder

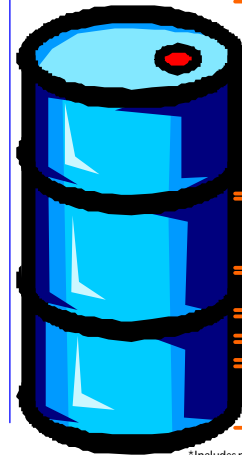
A look at the transportation options for U.S. workers who commute to and from work each day.



Black Gold: Crude Oil and its many uses.

Chicago Tribune

Crude oil refined into several components by distillation. Here is a breakdown of the major products and yield derived from this process.



Gasoline	19.7
Gallons per barrel	
Diesel fuel/heating oil	10.0
Jet fuel(kerosene)	4.0
Heavy fuel oil	1.8
Liquid petroleum gas	1.8
Other*	7.3

*Includes naphtha/ligroin, lubricating oil and residuals

Note: A Standard U.S. 42-gallon barrel of crude oil yields slightly more than 44 gallons of petroleum products due to a reduction in density during the refining process

FOCUS, DISCIPLINE AND A PROCESS:

Unfortunately, there's no purple pill you can buy to drug your sales team. There's no purple pill that will improve their effectiveness. There's no purple pill that will increase profit, revenue or market share. However, there is a proven process that sustains continuous improvement and will help you achieve every one of these objectives. It's actually a very simple methodology called "Sales Effectiveness Process". The "SEP" is a structure for continuously improving sales force performance through Focus, Discipline and a process built on a platform of Accountability.

The SEP process improves the effectiveness of the sales force no matter what industry or product you are selling. It means doing the right things rather than just doing things right. Similarly, the SEP is not a canned sales skills training course. Training is really only effective when the students are eager to learn and the material is relevant to them. The SEP program does not replace sales training.

So what is the SEP program all about? The SEP program is a set of best sales practices with a small amount of automation thrown in. The SEP is built on the concept of managing activities and measuring results. Focus, process, discipline and accountability become the engine that drives the process.

The key to planning is making sure that it deals with reality rather than wishful thinking. A quota from the boss may be called "the plan", but it has no relation to how the salesperson will achieve it. In the SEP, each filed salesperson identifies a small set of target accounts in

his territory to receive intensive sales focus. The number is limited because true targeting must be backed up by action planning, and that requires significant effort.

The salesperson set numeric objectives for sales and gross margin dollars on each target customer, along with detailed action plans to achieve them. The goals could be for the next year or the next quarter, and will be periodically adjusted to ensure that they are always realistic. This does not mean a salesperson gets to change his quota. He is still expected to reach the same final numbers. The SEP provides a realistic platform that allows him to adjust how he will get there by tweaking his individual targets and goals, making course corrections as necessary during the year to make sure he will meet his objectives. The SEP process helps him identify and utilize and resources inside and outside the company that will help him attain his goals. The SEP circumvents the most common mistake made in the distribution today, trying to manage results instead you must manage activities, because it's the activities that produce results. Execution involves the day-to-day activities of the salesperson. For most industries, this entails both planned, proactive tasks and opportunistic, reactive events that the salesperson uncovers by doing the right thing in the right place at the right time.

It's critical that the progress of the tasks in target action plans is carefully monitored to avoid surprises. This is the equivalent of monitoring your daily exercise before the effects

start to show up on the scale. If you proactively manage the activities, the expected results will follow.

The review process is critical component of the SEP. It enables the sales manager and his representative to discuss, plan and measure success. This is how a good manager enables his sale team to capitalize on their natural talents. The review process should include the following items:

- Review of all target accounts
- Review of all cross-functional selling opportunities-or lack of them.
- Review specific territory objectives, including sales to plan and gross profit to plan, and assigned account objectives.
- Knowledge of products, customers and customers organizations.
- Required course corrections.

A salesperson today must have adequate tools, resources and leadership to maximize his effectiveness. That is why the SEP is so vital. It is the program that provides the support and the resources to give each and every salesperson the opportunity to maximize his or her personal effectiveness.

The SEP is the one thing that can light up the sales process like Edison lit up a dark room with the light bulb. Let SEP become your light in the darkness of the competitive world of distribution.

Joe Friedlein II

