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MARKETING A NEW BUSINESS

The idea of starting a new business is simultaneously exciting and intimidating. Most of the time a new business is started because the entrepreneur spots a market opportunity not being sufficiently addressed, or because he/she is already involved in a business and believes it can be improved upon and made more successful. These ambitions are what make for the growth of economies and the "can do" spirit that...

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DULY QUOTED

"In the end, all business operations can be reduced to three words: people, product and profits. Unless you've got a good team, you can't do much with the other two."

- Lee Iacocca

WISH WE SAID IT

"The competitor to be feared is one who never bothers about you at all, but goes on making his own business better all the time."

- Henry Ford

THOUGHT OF THE MONTH

Vengeance is for Fools

Although the pundits always tell us it is a critical necessity, it is almost impossible to completely remove emotion from our business decisions. Sometimes we'll select to do business with one company over another because the people there gave us a "good feeling". Sometimes we'll sense we can trust one party more than another, even though the other has not given us any real reason to be uncomfortable. We call this a "gut feeling"

It is debatable whether there is no place for emotion in business. Certainly rewarding someone for their good work is driven by a good feeling for them and an appreciation of the accomplishments. This is not a bad emotional decision, for example. True too, staying out of a business association because of an inexplicable uneasiness is not always a bad decision. Most experiences will confirm that if you thought you shouldn't be in the deal, you were probably right.

Perhaps the most damaging emotion in business however is anger. If the other emotions allow us to safeguard our business interests by being cautious or considerate, anger blinds us and causes us to place aside business interests in the pursuit of vengeance. In many instances, getting even becomes the unofficial objective, leaving behind all thought of what the revenge will actually cost.

Vengeance is for fools. The best vengeance is success and demonstrating to the offending party that their willful deceit and betrayal only served to better motivate you to succeed – that in fact, in some perverse way, it was the boost needed to drive your success.

The way to setting the score with someone who has done wrong is to be smarter than they are and work to preserve your interests – not work specifically against their interests. The difference in emphasis will allow you to see through the anger and not squash circumstances where your interests are aligned just to get back at the offending party. By defining and pursuing your interests you will win the battle of wills, because in the end someone who is wrong can't escape their own actions. And trapping them in their own lies and misdeeds – and using it to get what they had sought to deny you – is sweeter than revenge ever could be.

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MARKETING A NEW BUSINESS

By Craig R. Frank

The idea of starting a new business is simultaneously exciting and intimidating. Most of the time a new business is started because the entrepreneur spots a market opportunity not being sufficiently addressed, or because he/she is already involved in a business and believes it can be improved upon and made more successful. These ambitions are what make for the growth of economies and the “can do” spirit that has served to build great nations.

But there are also significant challenges to the creation of the new enterprise, not the least of which is getting customers to know the new company exists and getting them to try the new company’s product/service – in other words – marketing the new business.

Tudog has, in these pages, presented over the last 5 years a great deal of “how – to” marketing information, and within those articles lies all the information an entrepreneur could ever need in approaching the marketing of his/her new business. However, Tudog has decided to create a new article that focuses on the primary 5 considerations a new business owner needs to ponder when launching a marketing effort. These 5 are not exclusive of other steps you may have read in our newsletters and articles, or heard us say in our seminars. They are just the initial steps to take. Do these five steps and then work your way from there.

The initial 5 marketing considerations for a new company are:

1. Know Who You Want to Sell To

Markets are divided up all kinds of ways. There are markets that are gender specific because not all products are right for both men and women. There are products that are age specific because not everything a young person wants to buy appeals to older people as well (not to mention that there are some products people of one age group need that people of a different age do not). There are also products that are ethnic in their appeal and need to be marketed to appeal to those with an interest in that specific ethnicity. And of course, there are products that are status oriented and, while they may appeal to a broader audience, can only be afforded by a smaller group of people. The price of a product will help define its market. You need to make sure you are marketing to people who can afford what you are selling.

With all these various segments (and there are segments inside each segment – such as gender, age, status can all be relevant to the same product) the first step in marketing a new product (or old product by a new company) is making certain you will be addressing the targeting the right audience.

2. Know Why Your Target Wants/Needs Your Product/Service

Naturally you should select the market segments you are going to sell to based on your understanding of who most wants or needs what you are selling. This is not a trivial exercise, but rather the core component of what will drive your marketing. In order to construct a compelling and appealing message to the market, you need to know why the market wants or needs what you sell. Once you understand their reason, you can develop a message that will match their own perceptions, and generate interest based on the match between interest (want or need) and fulfillment of that interest (which you, through your exposure have let them know you can provide).

3, Know Where Your Targets Get Their Information

If, as many have suggested, marketing is all about saying the right thing to the right people at the right time, then knowing who you are selling to takes care of the right people, knowing what they want takes care of the right thing, and knowing where they get their information takes care of the right place.

The most effective way to gain exposure is to have it appear in a place where the people you are targeting are used to getting information. Not only do they typically trust the source and afford it a high degree of credibility, but also view the information as being specific to their wants and needs. The targeting of the exposure channel is just as critical as the selection of the target. Whether you are using advertising, PR, or other tactics are irrelevant. The key is making sure the right message is delivered through the right channel – and then it is certain to get to the right people.

4. Know Your Limits

The last thing you want is for a marketing activity that is working (or appears like it is about to work) to run out of steam (resources, attention) before it has delivered. You need to make sure that you only engage those marketing channels that you are able to consistently sustain over time. Keep in mind that the effectiveness of most marketing tactics is cumulative and that they require constant exposure in order to deliver results. It is a waste of money and effort to launch a marketing effort that you will not be able to sufficiently sustain, even if you think there are some immediate results you can extract. Those results could be reversed if you are not able to sustain you effort. It is better to have lower level programs you can maintain, than one-off marketing blasts that you cannot.

5. Focus on Why Your Target Wants the Product/Service

People are going to buy your product/service for only one of two reasons – they need it or they want it. That might seem like a simplistic way of viewing the complex buying calculations of the average person, but fact is that as long as you represent the product/service well and the buyer sees the value (price matches or is less than the

perceived quality) the last calculation in the buying process is “do I want or do I need this?”.

Therefore, the message you direct to your target market needs to talk either about the benefits of the product/service, the image the product/service allows the buyer to communicate, or the need the product/service satisfies. By addressing why the buyer would make the purchase you are validating their reasoning, which makes the buy decision that much easier.

The potential success of the new business can be greatly enhanced by an understanding of the role marketing can play in getting the right people aware of the products/services and enticing them to give the new company a chance. This can initially be done with limited resources as long as they are expended in such a way that maximizes exposure to the right audience and delivers the right message at the right time. These are all calculations that can be determined by knowing your product/service, knowing your market, and dedicating the effort to match one to the other. The effort pays off in the revenue generated from the sale of a product/service that the targeted consumer base recognizes as of interest and worthy of being purchased.

Craig Frank is CEO of The Tudog Group.



UPSELLING REVISITED

By David Gilad

Walk into a Wendy's restaurant and order a meal and the chances are the cashier will ask "do you want to biggie that order"? This seemingly innocent question, presented as if it is an offer to you (and to your benefit) is really just their way of getting a few more cents from your pocket into their cash register. The idea is that at that moment of instant decision you may elect to spend more to get more – even though the more you are getting is more than you thought you wanted when you walked in to order your meal.

Upselling has its elements of statistics – meaning that you can derive an expected number of people electing to take the bigger portion for more money based solely on the number of people you ask. So the more you ask, the more you sell....and hence the cashier's question.

Upselling doesn't always have to be at the point of purchase. It can also be accomplished during the buying decision process, as is done all the time by electronic retailers. It is not uncommon for a consumer to walk into a Best Buy with the intent of buying one device, only to walk out with another – that cost much more money. The upsell here, as with the restaurant, is based on presenting the consumer with the proposition that although they are paying more, they are also getting more and the par between the additional cost is less than the difference in value.

And herein lies the nuts and bolts of good upselling. It's all in the manipulation of perceived value. Consider the following:

If a coke at Wendy's costs \$0.99 for 12 ounces that means the price is 8.25 cents per ounce. If they offer me the opportunity to "biggie" that beverage to 20 ounces for another \$0.50, I wind up paying only 7.5 cents an ounce. The price may be higher, but the value is greater. The little sign saying "Best Value" and pointing to the "Biggie" cup helps you make the calculation.

Same goes for the flat screen television. The price of the 32 inch television you walked into the store intending to buy was \$799, or \$24.96 per inch. The 52 inch television you walked out with for \$1099 cost you only \$21.13 per inch. So when the salesman tells you that the larger television has better reception, clear picture, more features and is a better brand, your resistance to the higher price is weakened. When he then tells you to think

about it and you'll realize the bigger television gives you "more TV for the money" he is providing you with the value rationale you need to justify the more expensive buy.

To be sure, part of the power of the upsell is not only the improved perception of value, but also the suggestion that the benefits you seek to derive from the product are more readily met with the more expensive model. If you are seeking to quench a thirst more drink is likely to do the job better than less. And if you are looking to enjoy the magic on a flat screen television, the larger the screen the more enjoyment to be had. These propositions, if timed properly can lead to the closing of the upsell.

The cashier at Wendy's asks if you want to Biggie your order only after you have placed your order. The idea is not whether you are going to buy, but how much of it you want. By asking at the moment after you place your order it places the emphasis on the value of your purchase, allowing you a last chance to improve your order.

Same too on the television. The upsell for the larger television, and the effort to sell you a service package (also an upsell event because it adds to your total purchase price by including an additional perceived benefit) are made only after the customer has indicated that he/she has reached the buying decision. Now the salesman can improve that decision.

Any attempt to upsell before the buy decision was made would be less effective because the added cost would be perceived not as an improvement of the existing deal, but as an element of the original calculation. Insofar as the consumer entered not seeking to spend so much money, the placement of the calculation too early in the decision making process could lead to a price sensitive decision and a failure to make the sale.

In addition to the calculations offered above, effective upselling is also accomplished when:

- The salesman succeeds in positioning himself as the expert on the product being considered. His advice is valuable because he understands and his perception of the better machine or the better value is seen as useful by the consumer.
- The salesperson is seen as someone who has a genuine passion for the product and understands how to extract happiness from the product. Their perception of what will make the consumer happy is deemed by the consumer to be valid.
- The salesman is able to make the upsell recommendation in a matter of fact way, as if the purchase of the higher cost item is merely a suggested alternative but the decision lies with the consumer. This low pressure approach lends validity to the suggestion because the salesman appears to have particular stake in the final decision. This allows the consumer to assign true value and not interested-party value on the suggestions made.

Successful upselling is all about understanding the perceived value equation that lies at the heart of marketing and sales. By timing the presentation of the upsell offer, and presenting it in the appropriate way, the consumer will feel as though the offer is being made as an extension of service and not because it is driven by a desire to increase revenue. While in many cases the upsell does offer better value, the art of upselling remains revenue focused.

David Gilad is President of The Tudog Group.



SUCCESSFUL TELEMARKETING

By Ilan Sarid

There is this great moment in the classic television comedy Seinfeld when Jerry gets a telemarketer's call and says to the caller "I can't talk now, but if you give me your home number I'll call you back later". When the telemarketer declines, Jerry comments "oh, so I guess you don't like to be called at home either", and he hangs up. And so, we begin our discussion of telemarketing with the knowledge that we are confronted by the challenge of engaging in a marketing tactic universally despised...and yet oddly effective.

Telemarketing works because it is a comfortable way for people to learn about buying opportunities and often a convenient way to make a purchase. The intrusive aspect of telemarketing – that the call comes at a time when people are often least interested in receiving such a call – is the fault of the telemarketer, not the marketing tactic that is telemarketing. That many telemarketers have concluded (incorrectly) that the best time to call is dinner time because the targeted party is most likely to be home ignores the fact that the caller is disturbing someone's dinner. Those telemarketers who call slightly after dinner, but before the recipient settles in to relax for the evening (around 7:30 pm) most likely find that the responsiveness of their recipients is higher (as is their close rate). So let's be careful not to damn the whole tactic due to the poor execution of some practitioners.

The positive and effective use of telemarketing can be maximized through the adherence to 10 very simple rules. They are:

1. Acknowledge the Intrusion and Talk About Their Needs - Imagine a telephone call that begins with an apology for disturbing your peaceful evening followed by, "however we think what we can offer you is sufficiently of interest to warrant our disturbing you". And then the caller explains why what he/she is selling is good for you. There is no pushy tone, no lightening pace reading through a sales pitch regardless of your responses, and no hard sell at the end of the call. Simply an apology and an offer to provide you with a product/service that meets a need or want you have. Now, wouldn't that be a call you might not object to receiving?

2. Call Only Qualified Lists - The glory days of blind telemarketing are over. Not only is there the Do Not Call List, but most people don't even let the telemarketer finish the opening sentence if it does not begin with "you are on a list of people that requested

information about....” The need to get past the first 10 seconds does not mean that the remainder of the call can be of no interest to the receiving party. The purpose of telemarketing is to increase sales, not accumulate telephone minutes. You need to make sure you are calling people who have an interest in what you are selling and that they have expressed a willingness to receive phone offers. Just as email has opt-in lists, so too should telemarketing. It is not only about eliminating the intrusion and restoring the acceptability of a once excellent marketing practice – it is also about efficacy. By sticking to opt-in lists your results will be better.

3. Don't Only Cold Call - Telemarketing – even with opt-in lists – is not only about cold calling to people who have not engaged your company in a sales activity. The best telemarketing calls are to people who have already bought from the company or have inquired about the products/services offered. These people have demonstrated at least an interest in learning more. You can take leads generated, for example, from your website, and rather than follow them up with an email, follow up with a phone call – and watch as the power of one-on-one voice-to-voice communication does its magic.

4. Don't Make it Only About Price - Sure price is an important factor in the buying decision (often even the most important factor), but it is not the sole decision driver. In order for a buyer to assess the fairness of a price he/she needs to know about the product – including benefits, quality, warranties and other elements that make up our perception of value. Once we understand the product/service in all its aspects, we are able to evaluate the price. So don't rush to the price, even if you are offering a great bargain. The person cannot see the product over the phone, so you need to spend more time describing the product/service and its benefits before you go to price. Otherwise the person will have no basis upon which to decide if the price is attractive.

5. Get Off the Phone Quickly - The telemarketing call is not an opportunity to chat. The objective is to measure the interest of the party being called and, based on that assessment, deliver additional information leading to a sale. If at any point it has become obvious that the party does not intend to buy the product/service (such as they actually said “no”) then move on to the next party – politely. There is no point in trying to argue or persuade someone who is not interested. All you are doing is wasting your time and money and annoying someone too polite to simply hang up on you.

6. Listen...and Talk - Keep in mind that the Tudor rule that God gave us two ears and one mouth because we're supposed to listen twice as much as we speak applies to telemarketing too. You will know how to proceed (and even if to proceed) if you are listening to the person on the other end. They may have questions, express an interest, or share a reason for resisting. If you are listening you will be able to pick up on their comments and direct the conversation to what they need/want to hear, not what you want to say. Also, keep in mind that by having a conversation (as opposed to just rapidly delivering a sales pitch) you will be engaging the person you are calling – developing a rapport and increasing the chances you'll be able to close a sale.

7. Keep in Mind Perception is King - Telemarketing has the disadvantage of being a channel that does not enable the prospect to see or feel the product/service being offered. This means that the quality of the verbal communication needs to be sufficient to overcome this deficit. The focus of the call, therefore, needs to be the establishment of a positive perception by the recipient, so that they can form an overall positive view of the

product/service being offered. The emphasis needs to be on their perception of the product/service, not yours.

8. Ask for an Answer - Once you have made your presentation and given the recipient the opportunity to ask questions or comment, ask for the sale. By asking for a “yes” or “no” you will be able to better understand where you need to bring the conversation. If the answer is an unqualified no, you can thank the person and move on. No point in wasting more time. If they need more clarification, your asking for the sale will draw their questions out. And if they are interested, your asking will bring the conversation to the next phase, which is the closing of the transaction.

9. Leave the Door Open - If you are able to establish a good rapport with the recipient but not able to cut the sale don't be afraid to leave the door open to another chance by letting the person know that you enjoyed speaking with them, appreciate their time, and will be contacting them again in the future. Some people are not able or interested in making a quick decision and need time to think about it. Some people will agree to think about it and let you call back at a scheduled time. Others will be only willing to leave the possibility open but undefined. In both instances, the sale was not cut, but the prospect remains viable. This too is a function of telemarketing (qualifying leads), and so a call that establishes an interest (but fails to make a sale) can still be seen as a success.

10. Follow – Up - Nothing blows a successful telephone call like the failure of the telemarketer to do what he/she said he/she would do. If you make a commitment to send an email with additional information, or look some information up and call back, and you do not do it within the timeframe you promised, you can forget the sale. Follow up shows that you are not only interested in the sale, but also in providing a benefit. Don't follow up and your credibility will be shot.

Telemarketing will never be the consumer's favorite, or, for that matter, a marketer's favorite. But it has its place in the marketing paradigm and needs to be executed with excellence in order for it to be effective. The irony is, that when implemented properly, telemarketing is not only useful, but also relatively painless.

Ilan Sarid resides in Canada and serves on Tudog's Board of Advisors.



DEALING WITH DIFFICULT CUSTOMERS

By David Feingersch

The old saying that the customer is always right is really a quaint throwback from a time when people were more innocent and the world was simpler. In today's rough and tumble business environment it is more difficult to implement a customer service program that takes for granted that the customer is right and seeks to satisfy the customer's demands regardless of how unreasonable they may be.

The technology boom of the 1990s and the widespread introduction of computers has allowed leading companies to move away from the customer centric service model (even as they continue to claim it as their primary model). Their ability to track consumer activities and monitor consumer behavior allowed them to introduce rules and regulations that, in effect, resulted in limiting consumer rights and reducing company liabilities. Add to this the globalization of customer service (speak to a customer service rep in India recently?) and the reduction of options available to these remote agents, and the diminished customer service profile becomes glaringly apparent.

Has the reduction in customer service been a good thing for business? The answer is a resounding and unqualified NO. The reduction of service – even though it has been applied by most companies – has all but eliminated brand loyalty, as customers now feel as if they are inconsequential and valueless to major companies. Customers now rely on price and convenience as their buying guidelines, caring less whether they get the product/service from any one particular company.

The disregard for customer service practiced by the larger companies offers a great opportunity to SMEs who may have the inclination to compete on the grounds of customer service excellence.

But, you may be thinking, if the major companies found customer service too complicated and expensive to provide, how can a smaller company, with less resources deliver better service? The answer lies in the approach to customer service and the dedication the company brings to it. The larger companies did not abandon customer service because they could not deliver it efficiently. They abandoned it because their corporate focus shifted from being customer centric to product centric. They could have delivered the service – they elected not to. And therein lies the SME opportunity.

There are some misunderstandings about customers who complain. Against what might be a logical assumption, the complainer is not out to get something for nothing. The time and energy it takes to register a complaint is actually an indication of a customer that cares and is invested enough to try to get the company to do things right. These customers most often want a lot less than you might initially think and satisfying their request is usually simpler than you might expect. Yet, addressing the problem to their satisfaction will result in a customer that is significantly more loyal than a customer who has never experienced a problem. Resolving the customer issue is actually an opportunity not only to correct the problem, but to win the respect and gratitude of the consumer.

There are 3 tips Tudog can offer in dealing with the complainer and transform the situation from one of dissatisfaction to one of satisfaction. They are:

1. Ask What Can Be Done - Even if you have policies in place that handle the scenario at hand, have your customer service reps ask the customer what he/she would like. In many cases the requested remedy is less than the solution you have in your formatted customer service approach. If the individual asks for less you can always give more and position it as a way of making amends for the misunderstanding. If they ask for more you can have your rep inquire as to whether what is being asked for can be accommodated. In most cases the request will not be that outlandish and a supervisor should be able to approve it. If the request is unreasonable or the consumer does not know how he/she will be satisfied, then you can acknowledge that the customer is one of the rare breed that seeks to extract an unreasonable advantage. You can let this customer go away dissatisfied. Unreasonable customers never grant their loyalty, so you have little to lose. It should be noted that meeting the first request of a consumer is usually the least expensive way to resolve a dispute that will persist if not settled. You can give less at the beginning than you can negotiate for later on once the consumer has taken additional action.

2. Don't Be Afraid of Being Taken Advantage Of - Most companies resist a generous customer service approach because they are afraid that consumers will take advantage of their policy. This is a misguided approach. The task of the customer service program is not to eliminate fraud or abuse. The goal of the customer service program is to treat loyal customers so special so that they feel they are important and appreciated by your company and want to remain customers. Is it worth alienating the loyal customers just to show the unethical ones that they can't cheat you? What a silly position!

3. Leverage the Loyalty - A satisfied customer is a loyal customer. Use the successful customer service resolution to build your business. When you have completed a customer service encounter ask for a testimonial or for a survey to be completed. The good feelings you created through the resolution process can be leveraged for further marketing needs.

Remember, people don't usually like to complain. Not only is it a hassle to deal with submitting the complaint, but it is also not a pleasant process. Your company needs to look at someone who is complaining as a consumer who is both genuinely unhappy and eager to be made content. By viewing them as an ally and not an adversary you can transform a potentially unpleasant encounter into a win-win situation.

David Feingersch works with Tudog in Florida.



EXECUTING GREAT EVENTS

By Leisy Melian

Many businesses use events to launch new products, celebrate a company achievement, provide a festive holiday environment, highlight company charitable work, and even boost employee motivation. Whatever the occasion, there are hints Tudog can offer to help make the event a success, so that the reason for the celebration remains a positive memory for all involved.

Tudog is not in the event planning business, but we view events as a viable marketing and management tool and we encourage companies to explore the event as one of the tactics they use to promote products and maintain a strong, cohesive team. To make it a bit easier, we present in this article 8 simple tricks to help make an event a success. They are:

1. **Envision the Event** – you cannot implement something you do not have a vision of, so you need to create the vision of how the event will look and unfold and then work to create the elements that will establish the mood you want.
2. **Set a Theme** – events have a great deal of cohesiveness, and are therefore most successful, when they have a theme. This theme enables you to make decisions on décor, entertainment, food, the program, and accessories. Make sure the theme fits the group – as you do not want everyone to feel uncomfortable or restricted by the theme. The themes that work the best allow people to become invested in its execution, such as fashion themes that call on people to dress a certain way, or music themes that are going to feature special dances.
3. **Vary the Entertainment** – depending on the theme, the entertainment does not need to be limited to a band. You can have strolling magicians in the crowd, and jugglers. You can a bartender that is able to mix drinks in an entertaining way. There are many ways people can be amused, and it does not have to be restricted to the entire group being entertained all at the same time.
4. **Vary the Decorations** – keep in mind that a great event starts with the setting of the mood and one way to set the mood to exactly where you want it is to create the environment that lends to the feeling you want to create. Decorations can include anything from signs, table settings, centerpieces, and the way the room is set up. By using decorations to set the mood, you transport the guests to your vision the moment they enter the room.

5. Choose the Right Entertainment – not only should the entertainment be varied and not limited to a single performance in front of all the guests, but it should also be consistent not only with the theme but with the type of group you have. Keep in mind the guests are there to have fun and you want to make sure your entertainment is the vehicle for that. A great band knows how to get people dancing, and as long as your group is the dancing type then you have a mix. If your group is less likely to boogie down, you need to have different entertainment that suits their temperament.

6. Sit or Stand...Now that Depends – some events are formal with a sit down dinner and entertainment and some are more casual with high tables for people to eat while standing. The way you set up the dining will tell your guests a great deal about the type of event they are attending. The assignment of seats indicates a formal affair, while the more casual sit-where-you-want tells people it is informal. People will adjust their behavior accordingly. So you need to decide what kind of message you want to send to people. If the event is a company celebration where people are supposed to leave their corporate-selves behind, then you may want to go less formal. If the event is a solemn occasion focused on a company charity, you may want to keep it more “proper”.

7. Check Supplies – even though it is technically the job of the caterer and food service manager, it is never a bad idea to check the supplies of food and beverages, particularly alcohol if there is an open bar. You may not have a good handle on the eating and drinking habits of your colleagues, especially if they come out of their corporate shells and “let their hair down”. You could find that a group you thought was somewhat conservative in their habits can actually down their liquor. Nothing can ruin a great event more than the bar running dry or the food running low. Make sure you have enough of both.

8. Be Careful with the Food – the food can make or break the party. Everyone is coming to the party to eat well. You need to make sure that the food is not too messy to eat or too adventurous for your crowd. You need to work with food service to create a menu that is simple to eat, very tasty, and not bound to exclude many of the guests. Foods that require an acquired taste should be left out, unless you know that your guests have already acquired the taste. Also, make sure you have food available for people with special diet needs such as vegetarians and people with low salt needs.

By following these 8 easy steps you can make sure that the event you hold not only makes all the guests happy, but also serves to advance the company objectives for which the event was held. By doing this you are able to include the event as a viable marketing tactic to be used whenever the company has the need to reach out to influencers and others that might find the event an enjoyable way to interact with your company.

Leisy Melian is Tudog's Director of Training.