

An organization dedicated
to advancing the careers
of professional women

Regular Meeting
Tuesday, April 3, 2007
11:30 a.m.
Harbert Center
2019 4th Ave. N.
Birmingham

\$15 including lunch

RSVP by 5 p.m. March 29:
Martha Gorham
205-936-5005

or

www.networkbham.org

Advance payment by
Google Checkout now
available online.

April program:

Duanna Dokland

Igniting Possibility Coaching

*"Is there such a thing as
work/life balance?"*

April sponsor:

Lorri Heller

Certified Hypnotherapist

*(See p. 4 for list of fabulous
door prizes!)*

Send news tips, comments and
newsletter ideas to Lisa Harris at
lisaharrispr@bellsouth.net

NETWORK *Birmingham*

April 2007

This month's program:

Is there such a thing as work/life balance?



Duanna Pang-Dokland is a Certified Life and Business Coach who works with entrepreneurs and their teams. She helps guide people to invent businesses that will provide both income and fulfillment.

Duanna is also the co-author of a new book "101 Great Ways to Improve Your Life", along with renowned self-growth pioneers like Mark Victor Hansen, Ken Blanchard, Les Brown and Byron Katie.



Her practice, "Igniting Possibility Coaching," designs and delivers programs for business owners and their teams that will lead to significant and sustainable results. Besides increasing profit and productivity, Duanna's specialty is team building – coaching leaders to develop teams that will perform well and gain a competitive advantage.

She also has first-hand experience of the work/life balance challenge most women face. Duanna says her real boss is her four-year-old, and the man of her life is an absent-minded Norwegian professor with Albert Einstein hair. To keep her balance (otherwise known as sanity) Duanna dabbles in oil painting, does yoga, cycles and swims. She says nothing nurtures her spirit like completing a jigsaw puzzle with her husband and son.

You can find out more about Duanna's coaching programs and gain some inspiration at <http://ignitingpossibility.com>.

Member spotlight: Leigh Farris, Business Specialist, Principal Financial Group

Describe your work or the services you provide. I help business owners select and implement appropriate retirement plans, executive benefit programs and group benefits for themselves and their employees. I also help clients with business continuation planning in the event of a death or disability or ownership transfer to a key employee.

What do you love about your work? I love working with small business owners...learning about their operations, how they got started in the business, and helping them solve problems.

Who are your mentors? One of the most knowledgeable business planners in the business, I think, is Brad Hall. He has been working with business owners for 30 years to help them accomplish their goals. I admire his honesty and integrity and ability to gain the trust of a business owner and ask the right questions to provide appropriate long-term solutions for them.

How do you stay motivated? I read as much as I can, as often as I can about new strategies for business planning. This keeps me motivated to go out and tell my story.

What do you do when you're not working? I like to work in the yard and vegetable garden and go for long walks with my two dogs, Dixie and Mollie.

How do you define success? Being happy doing what you're doing.

How has your membership in Network Birmingham been meaningful to you? I have met so many women in Network Birmingham that I admire and respect. The women in Network Birmingham are also my mentors.

Find great advice for business women in Leigh's article at the end of this newsletter: Sealing the Deal: Effective New Business Practices

Spring Membership Drive

New Membership Campaign is April 1 through June 30 with FABULOUS prizes for our members!

Each quarter, beginning April 1 we will present a \$25 Summit gift certificate to the Network Birmingham member who brings in the most new members (application completed and dues paid). In the event of a tie (because we know many of you will be inviting throngs of guests to our meetings!) there will be a drawing and second place will receive either a massage from Beth Nigri at The Fitness Center or a Stress Reduction session by hypnotherapist, Lori Heller.

We all know people in our lives who we have been meaning to ask to a meeting: a client, a friend, a new business owner, a student just out of college, the landscaper, the florist, our realtor or someone from church. The possibilities of business women who could benefit from a membership in Network Birmingham are endless.

Thanks to Lori Heller who suggested this terrific idea.

Welcome to our newest members:

Cheryl Davis, owner and manager, the Diet Center ~ Marilyn Mills, agent with New York Life ~ Vera G. Williams, Weekenders USA independent team leader

News and Notes from Network Birmingham members

Nominations for the Women's Exchange 2008 Profile Honorees are now being accepted. To nominate a deserving woman, request a form by emailing linda@womens-exchange.com. Nomination forms are requested prior to May 15, 2007. To see Profiles visit: www/womens-exchange.com/profiles.html.

Peggy Clarke is a presenter at the Alabama Gerontological Society conference in Montgomery, March 28 - 30. Her topic is "Bricks and Mortar - How to Connect Seniors to the Workforce through Job Fairs." Sandra Smith will be moderating several sessions at the conference.

Trudy Phillips was elected Chair of the Alabama MicroEnterprise Network. This is a statewide organization whose members assist businesses with five or fewer employees with training, counseling and lending

Joan Cardwell's Doncaster agency is once again the top seller in the United States. This is the *eighth consecutive year* she has been #1 in the country. She and her husband were awarded an all-expense paid trip to Alaska and will be departing on their nine-day trip on June 29. They will also be spending 3 days at the beautiful Greenbrier resort in September as part of the award. Joan credits Network Birmingham as the beginning point of her success and sends thanks to all who shop with her.

Capstone Development International, LLC is the newest education partner for Auburn University. We are now able to offer CEUs for our project management training through this institute of higher learning. Please contact Caryn Terradas (205) 631-3315 for more information.

Donna Earnest announces that Superior Bank opened a new branch on March 22 in the Mountain Brook Western at Mountain Brook Village. The grand opening is April 9-14. Stop by that week to register to win a 42" plasma television -- and , of course, consider banking at Superior.

The Birmingham Regional Chamber of Commerce presents "Transitioning from marketing to sales - The importance of implementing the marketing plan to your sales process" as part of its continuing Entrepreneurial Training Series, Wednesday, April 11, 2007, 11:30 a.m. to 1 p.m. at the Birmingham Regional Chamber of Commerce. Presenter is Glyn Denton, owner of Crave Chocolatier. Cost is \$20 including lunch. Call Edith Ingram at (205) 453-0249 or email edith@cawbc.org for more information.

Try it, you'll like it!

Google Checkout, a newly released program similar to PayPal, is available on our website for meeting reservations! You may use a major credit card to pay securely online. We encourage you to use this new payment method as it makes all our jobs easier on meeting day. And you get a printable receipt online right after you pay. Of course, we are still happy to take your check or cash at the sign in table. But, be brave - give Google Checkout a try!

Door prizes at our April 3 meeting:

- Compliments of The Fitness Center, The Massage Place & Beth Nigri: 1/2 hour massage and 1 week (3 sessions) of one on one personal training. www.massageplace.biz www.thefitnesscenter.org
- Compliments of Lorri Heller, C.Ht.: One hypnosis session. www.birmingham-hypnosis.com
- Compliments of Women's Exchange, Linda Geiss: 2 packs of Women's Exchange note cards. www.womens-exchange.com

Coming up

Tuesday, May 15: Network After Hours. Relax and get to know your fellow Network members in a casual atmosphere. McCormick & Schmick Seafood at Colonial Brookwood Village, 5 p.m. until. Network will provide appetizers, and drinks are discounted until 6 p.m. Plan to bring a guest and introduce her to this great group of women!

Saturday, June 23: Pool Party, 2 p.m. at Nancy Delony's home. Save the date; details later.

Sealing the Deal: Effective New Business Practices

By Leigh Farris, Business Specialist, Principal Life Financial Representative, Princor Registered Representative

This article is based on the program, "The Business of Building New Business" from the Women in Business Teleclass Series produced by the Principal Financial Group®. For additional information on the complimentary series, visit www.principal.com/women.

A common misconception about the new business cycle is that "closing the sale" occurs during the final stage, when that mindset should actually exist throughout the entire process. The key to signing new clients is effective execution. It is critical to manage every step with persistence and drive. Begin with a compelling introductory conversation and thoroughly manage the steps that follow.

Hook Clients at "Hello"

A savvy business owner is capable of pitching her company in any given situation, in the amount of time it takes to ride an elevator, which is why introductory new business conversations are often referred to as an "elevator pitch."

Generate interest quickly. In a networking scenario, control the discourse by creating intrigue. If the person being addressed sees value in the services provided by a particular company, he/she will want to learn more and start asking questions. Remain confident, professional and do not brag!

Understand a business' needs quickly by framing questions that pull out pertinent information, such as how the company implements similar business programs internally. Analyze how the company's core areas of expertise can benefit the new business target. To accomplish this, a business owner must know, and clearly communicate, how the company can build applicable solutions.

Learn to Read People

Take cues from the customer. If it looks like a potential client has lost interest after five minutes, ask permission to continue.

In order to be successful in business, seek a symbiotic client base that works in rhythm with the services and expertise of the company. If it's not a fit, don't be afraid to end the discussion professionally.

Remember that breaking the ice is easy; it's maintaining a dialogue that is difficult. It's best to battle uncomfortable silence by having a few questions in mind that will guide the direction of the exchange. Start with questions focused on the potential client's business vital to determining whether or not the pursuit is worthwhile.

Bring It Home

Establish a deadline for the final decision. In addition to addressing potential client concerns and implementing a fair pricing structure, set a firm time line for the commitment. A business owner should be familiar with the production time of its services. Build a final time frame around the prospect's availability, and move forward with due diligence.

Always fulfill client expectations. The key to client trust is following through on what is promised. This is a direct reflection on the business owner and the company. Business owners must hold themselves accountable for delivery. There is no recourse for credibility lost from dropping the ball – just lost business.

The key to company growth is to keep new business generation an ongoing initiative and priority. No excuses. If current client work is taking too much time, remedy it through delegation or hiring more staff. New business is a constant cycle that requires persistent dedication in order to develop and master effectively.

Leigh Farris is a Financial Representative of Principal Life Insurance Company and a Registered Representative of Princor Financial Services Corporation, 800/247-4123. Principal Life and Princor are members of the Principal Financial Group, Des Moines, IA 50392. Leigh can be reached at 205-670-0086.