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# Sales & Marketing

# Blue focus

The Blue Hudson Group is a Sales and Marketing work force development company specializing in training for the new business paradigm.

## What's the Return on Investment (ROI) for Training?

One recent survey reported that approximately 40% of employees who receive inadequate training or no training at all leave their position within the first year. One of the top five reasons for employee turnover was listed as **'lack of skill training and development'**.

Fewer people plan to stay twenty plus years in the same company as previous generations have done. However, people will stay in their jobs longer, if their employer offers training and career development. Even with this information, companies remain skeptical about the cost of training.

When considering **the incremental cost of employee turnover**, companies may think differently regarding this important issue:

**1. The cost of recruitment:** Count on spending hours screening resumes, interviewing applicants, checking references, etc. When adding up the cost of the ad, recruiter fees and employee time and resources, thousands of dollars may be spent hiring new candidates.

**2. The cost of training:** After a new employee is hired, there is an orientation and initial basic training of

company policy and procedures.

**3. The cost of lost business:** One less person on the job places additional strain and stress on existing personnel. There is usually a drop in sales immediately after the replacement is hired. Current staff is required to spend time with the new hire, causing a change in the team dynamic, as new interpersonal relations are altered and re-negotiated. Customers also become concerned about their representatives changing frequently and having to form new relationships.

**4. The cost of reputation:** When job seekers often see the same company ad in the classified section of the newspaper, it causes concern and often discourages qualified candidates to apply, affecting company reputation and increasing the cost of recruitment efforts.

The cost of employee turnover offers a significant case for the benefits of training.

**Not Convinced?** Consider this:

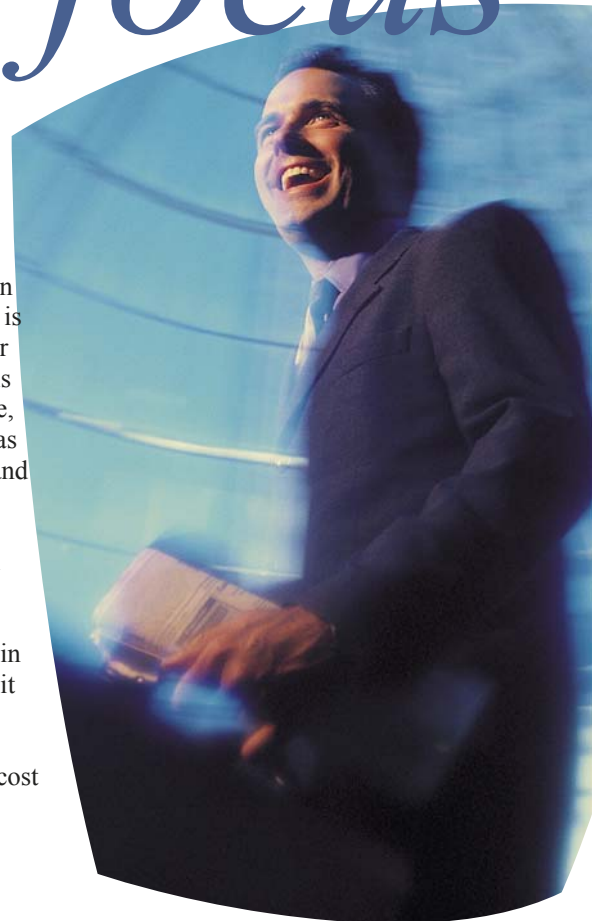
Group Sales Before Training  
Nights:5,000 ADR: \$89 Revenue:\$445,000

Group Sales After Training  
Nights:5,500 ADR:\$89 Revenue:\$489,500  
Revenue increased \$44,500

Average Cost of a two days Training:  
**\$5,000\*\***

**ROI** \$44,500/\$5,000\*100=890% ROI  
(Comparing revenue increase to cost of training)

**When was the last time you got an 890% ROI?**





## “Just Ask Blue”

*My boss keep talking about Emotional Intelligence. Is way for him to tell me and other women not to cry in office? (Margareth from Connecticut)*

### Blue Responds...

Learning to lead with *Emotional Intelligence* by Coleman, Boyatzis and Mckee. This book should be a required reading for every manager in America.

Women possess instinctual qualities that enhance natural leadership skills:

- With natural inclinations, rooted in **team work** rather than based on individual success.
  - **Asking for the final result**, then managing from that focal point, allowing people to achieve goals.
  - **Supportive** rather than demanding.
  - **Flexibility** to respond quickly to challenges and meet changing needs.
- These are innate abilities that allow women to have a high

degree of emotion intelligence and qualify to be excellent leaders.

With respect to allowing your tears to show in the office, there is no right or wrong answer. There are usually gender specific ways of expressing excessive frustrations. Men can get angry and blow up in the office, and women will cry. The rules apply for both men and women. Company culture and your personal feelings should determine if you think it is wise to allow people see you cry in the office. It may be best to leave and go to the bathroom, or outside to cool off. Calling a trusted family member or friend can soothe and calm before frustration levels get to a boiling point.

Emotional Intelligence, EQ, is a key component of leadership. The focus is to enhance the ability of a leader to utilize successful interpersonal tools to create an environment where relationships and goals are successfully blended together in an efficient and effective manner.

There is great book published by Harvard Business School Press "Primal Leadership-

## MBTI CORNER:

### Key Applications



#### COMMUNICATION

MBTI tool provides strategies for understanding the communication styles and needs of self and others and explores ways to meet those needs to enhance communication in workplace settings.

[\(MBTI\) Personality Inventory Workshops](#)

It has helped millions of people understand their life and work preferences.

Send your business questions or comments to “Just Ask Blue” at [askblue@bluehudsongroup.com](mailto:askblue@bluehudsongroup.com) and have them answered on our monthly Newsletters. If we publish your question, we will send you a \$5.00 gift certificate from Starbucks.

## Planting the seeds of Leadership

### Empowerment Quiz (Answer True or False)



1. I am willing to empower my people, but they just won't accept the responsibility. ( T ) ( F )
2. I want to empower my people, but they need a clear set of guide lines ( T ) ( F )
3. Often the people I empower take all the glory ( T ) ( F )
4. I tried to empower my people but the results were disappointing. ( T ) ( F )

If you answered *True* to one or more of the above questions, a better understanding and use of empowerment tools would assist you in helping to develop a team of responsible individuals, inspired, motivated, and driven to reach specified goals. To learn more about Principles of Empowerment , call **(845) 876-5345** or visit us on line at [www.bluehudsongroup.com](http://www.bluehudsongroup.com)

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