



The Baron
Group, Inc.

December 8, 2008

Give a "gift" to one of your colleagues

Team Selling as many of you know has two primary components; the external and the internal. The external refers to how we make effective joint sales calls, how we bring our resources to meet our clients and how we leverage our strengths when we interact with our clients.

The internal component refers to how we use our resources to develop strategies, solve problems, derive solutions and in general better service our clients. We know that teams outperform individuals. Dozens of studies have proved that. So when we use our resources effectively, we are much more powerful and we derive better ways to do our jobs and satisfy our clients.

Each of us has to have examples of situations where a member of our team helped us. If we haven't gotten help, it is only because we didn't ask. There is just too much talent in our organizations for us not to benefit from the resources available to us.

So as the year comes to an end, let's take some time to thank our colleagues for the help they gave us. That can be the gift we give them this Holiday Season.

People don't help us to get thanked. Our colleagues don't do their jobs well and bail us out when we need it to get the credit. They do it because they are professionals who realize we have a common mission and that is to help our clients, and in doing so, grow our business.

Again, they don't do it to get that thank you. But it can feel very good when you get one.

So the quick note, or the letter, or the email, or the voice mail, or better yet, the conversation that lets someone know you appreciate their efforts can be a big action on your part. It takes so little time, yet the results can be so impactful.

And too often, it doesn't happen.

There was a wonderful quote in the New York Times that was credited to Ronald Reagan:

"There is no limit to how far a man can go or how much success he can attain if he doesn't care who gets the credit."

People don't need to get credit for everything they do. What they do is their job. They take pride in what they do. They don't need a long letter with a copy to their boss every time they do what's expected of them.

But every so often, it is nice when it happens. Most of us appreciate recognition every now and again. It feels good. In fact, it feels great.

So, as we find ourselves smack in the middle of the Holiday Season, take a minute or two and thank the members of your team and other colleagues who have helped you during the past year. They will appreciate it and so will you.