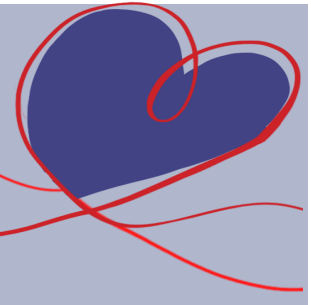


# Good News



Your Name here. Your address here. Your email, phone or Website here.

Your picture  
here

## FIND MY CAR: The indispensable feature on your phone

If you've ever walked out of an airport or shopping center and suddenly realized you have no earthly idea where you parked, the solution is probably already in your hand.

If you have an iPhone, the Maps app will show you exactly where your car is and how to get there. You must always have Location Services turned on. And, you have to drive a car with a bluetooth connection. To learn how to use this feature, search online for 'Apple Maps

parking place.'

Alternatively, for iPhone or Android you can get the Google Maps app. Turn Location Services to Always and turn on Motion and Fitness. On Google Maps, turn on Know Where You Parked. Search online for 'Google Maps parking place' for more information. Other apps for this include Find My Car Smarter, a free app for iPhone and Android. Anchor Pointer also works on both platforms and costs \$1.99.

Your Name Here

## Social media has changed buyers and salespeople

The world's leading research and advisory company, Gartner, Inc., declared in 2011 that by 2020 customers will manage 85 percent of their buying without interacting with a human.

That leaves us one year. Is it happening?

According to the sales experts at Accent Technologies, it hasn't happened quite yet, but it's on the way, especially if you consider how comfortable people are with automation. Even 10 years ago there was some hesitation with highly automated online sales, something you don't find today.

About 25 years ago, most customers still made their purchases in a physical environment--and salespersons were the go-to professionals.

Not anymore. With an estimated 2.5 billion social media network users throughout the world, consumers are five times more dependent on digital content than the early 2000s. The purchasing process is dramatically different for consumer and seller alike.



What does that mean for sales? Everything. When the buyer calls, they either (1) need information they cannot get online, or (2) they're ready to make a decision--and want to make it now. As a result, salespeople must be sure they can respond swiftly to whatever the buyer needs and are prepared to accelerate the process from there.

In today's connected society, people have more voice than ever before. Customers can discover just about anything they want to know about a product or service by talking, texting, or emailing each other.

Recent research by PwC discovered

that social media influences the buying of 78 percent of consumers, and nearly 50 percent said its reviews and feedback impacts their purchasing behavior.

According to LinkedIn, salespersons believe relationship-building has the most significant impact on revenue, with more than 70 percent citing LinkedIn, Twitter, and Facebook as their most effective social media tools. Ninety

percent of leading salespeople use these tools, compared to 71 percent of all sales representatives. Ninety percent of the top performers also said social media with digital channels influences 92 percent of business-to-business buying decisions.

Clearly, reviewing a prospect's social media presence should be standard practice for every salesperson.

Still another prominent force in digital technology is sales analytics, a big-data process which can identify, interpret, and anticipate sales trends. Relevant data is also mined from different pipelines to detect relationships and potential opportunities.

## Exit interviews remain important for companies

No company likes it when good a employee leaves, and most conduct exit interviews to find out why.

Harvard Business Review conducted surveys in 2012 and 2013 among 210 organizations, in 33 different industries, spanning more than 35 countries to see how companies do these interviews. The study also wanted to discover what companies learned from the interview and what they did with the information.

More than three-quarters of respondents performed some type of exit interview. The majority were done in person with a human resources employee.

From the employer's perspective, speaking with an employee can help answer their most pressing question: "Why?"

Although money is usually a factor, the study found many employees quit because they had issues with the work or did not get along with their direct supervisor. Inadequate training, unrealistic goals, and high pressure work were all reasons why employees left.

The exit interview ideally would give a company a chance to change bad work situations or personnel problems. Unfortunately, more than two-thirds of surveyed companies couldn't cite an example of a time they used it to change policies.

Ex-employees might

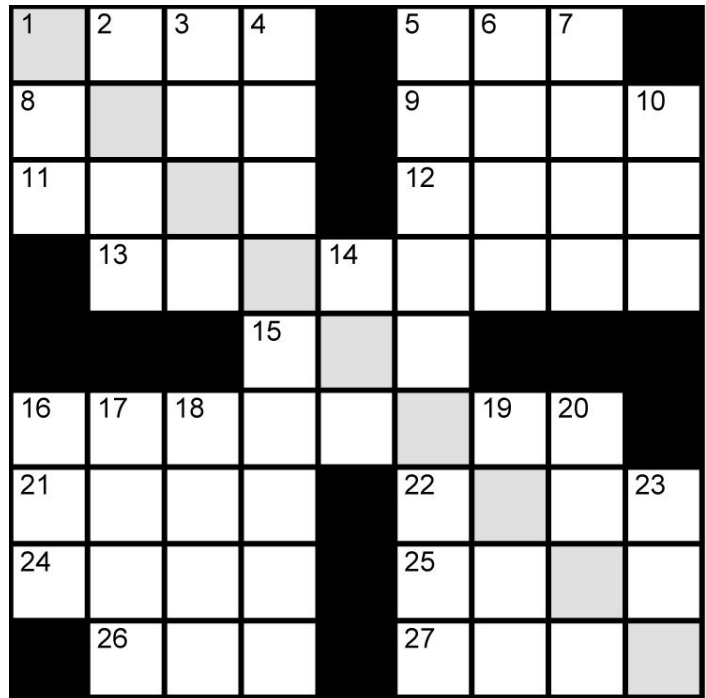
Across

1. "\_\_\_ Misbehavin'"
5. Keep out
8. Jewish month
9. Distinctive flair
11. Raise, as an anchor
12. "The \_\_\_ Ranger"
13. Most wary
15. Cable channel
16. Supplied with fluid
21. Diamond Head locale
22. Hilo feast
24. Agenda
25. Blunders
26. Antlered animal
27. Overdo the TLC

Down

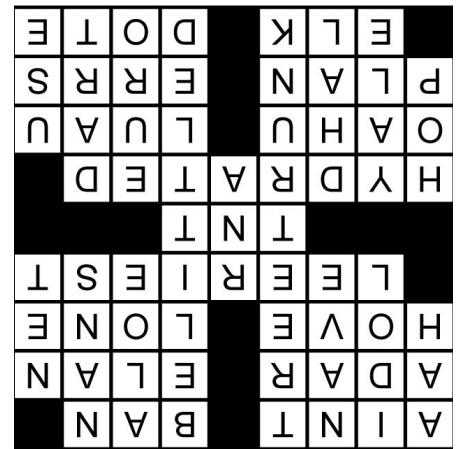
1. "I see!"
2. False god
3. Church part
4. Spot for carved initials
5. Disparaged
6. Hand cream ingredient
7. Namesakes of Bert Bobbsey's twin
10. After expenses
14. Genetic material

## Trek into the unknown



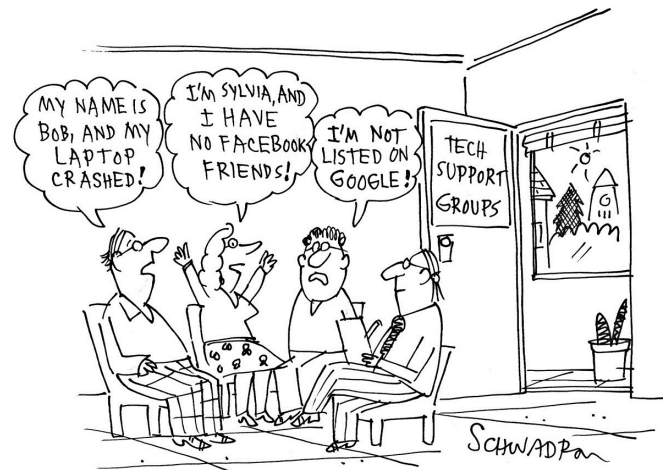
16. Short flight
17. Bush's alma mater
18. Indian lentil dish
19. Continental currency
20. Feathered missile
23. "It's no \_\_\_!"

The headline is a clue to the answer in the diagonal.



well think the exit interview gives them a chance to air their grievances or shed light on problems within an organization.

But ex-employees should tread this road lightly. According to Forbes, experts disagree about the perfect approach, but it is likely wise to use caution when dishing out negative comments about individuals and company policies to prevent burning bridges and missing out on a potential reference.





## Contenders for top Valentines treats

If you love candy for Valentine's Day-- and who doesn't? -- then here are some super sweet facts about the treat.

In the U.S., lovers spend \$448 million on candy, buying 58 million pounds of chocolate.

Conversation hearts are by far the most popular candy for Valentine's Day. And they have changed with the times. It's not just messages like Be True or Love You. These days you are bound to find messages like Tweet Me or Text Me, along with the more challenging Dare You.

Hershey's Kisses are also in the running for the most popular Valentine candy. Hershey makes 60 million of these tidbits every single day. But for Valentine's Day, the company pumps out 750 million, according to Time Magazine.

By the way, Hershey's produces enough Reese's Peanut Butter Cups in one year to feed one to every person in the U.S., Japan, Europe, Australia, China, Africa, and India.

Always in the running for the most popular Valentine gift are the ubiquitous heart-shaped boxes of chocolates. In the U.S., buyers snag 40 million heart-shaped boxes every Valentine's Day. Caramels are the most popular. Ghirardelli gift boxes also make the cut in the top two across the country.

### *New candies in the running*

In Minnesota, Louisiana and Virginia, among others, Cupid Corn is in the running for the most popular Valentine candy, ranking about second or third. You might be asking yourself what Cupid Corn is. But you already have tasted it: It's regular Halloween candy corn -- only red and pink.

Another surprise contender is Wild Berry Skittles. The chewy confection comes in all the right colors.

## Smartphone generation suffers neck problems

Ever hear the phrase, "Keep your head down"?

It's meant as an admonishment to stay out of trouble and to avoid jumping into the fray. But while that may be perfectly good advice for your emotional wellbeing, it's actually terrible advice on a literal level.

Many of us look down at smartphones throughout the day, some for hours -- and this head position is damaging our spines. The human head weighs about a dozen pounds, according to a 2014 story in the Washington Post, and when the neck bends forward and down, it adds weight to the cervical spine.

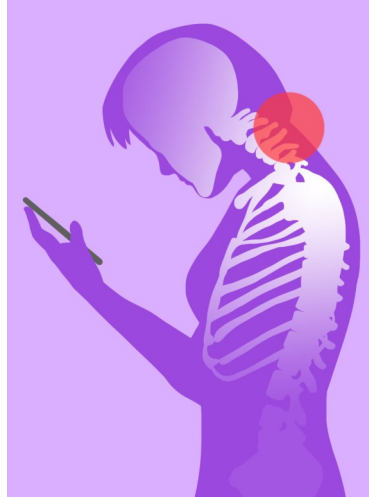
When bent at a 60-degree angle (looking down), the added weight is about 60 pounds, the article notes - kind of like carrying a second-grader around your neck.

The result? Text neck. The catchy name refers to a variety of ailments arising from this poor posture, including neck pain, shoulder pain, headaches, upper back pain, and more.

Experts recommend adjusting the position at which we view our screens, whether it's holding our phones higher or using our eyes more often to look down rather than bending our necks. Take frequent breaks.

You can combat text neck with a number of stretches and strengthening exercises designed to keep your head in alignment and strengthen

the muscles that hold it up and in the proper position. These include anything from turning your head to the left and to the right, chin tucks, or a multitude of yoga poses like downward-facing dog or cat-cow (on all fours, alternating between straightening and rounding the spine).



## Madam C.J. Walker built beauty into an industry

Madam C.J. Walker was one of the first American women to become a self-made millionaire, rising from an uneducated daughter of sharecroppers to a savvy businesswoman and philanthropist.

Born on a cotton plantation to recently freed slaves in 1867, Sarah Breedlove -- who later went by the name Madam C.J. Walker -- built her fortune selling hair care products for African-American hair.

Orphaned by age 7, she married at age 14 to escape her abusive brother-in-law. Widowed at 20, she moved to St. Louis to join her brothers, who were barbers.

After suffering from a condition in the 1890s that caused her to lose most of her hair, Sarah Breedlove developed her first product after experimenting with homemade and store-bought remedies. She changed her name to Madam C.J. Walker

on the advice of her third husband, Charles Walker, and started her own business selling Madam Walker's Wonderful Hair Grower, a scalp conditioning and healing formula.

She sold her products door-to-door throughout the south and southeast before moving to Pittsburgh in 1908 to open Lelia College in order to train "hair culturists." By 1910, she had moved to Indianapolis where she built a factory, hair and manicure salon, and another training school.

Walker continued to expand in the U.S. and overseas in the Caribbean before moving to New York in 1916 and leaving the day-to-day operations of the business.

By the time she died in 1919, Walker was the sole owner of her business, which was valued at more than \$1 million, according to Biography.com.



Scurlock Studio, Wikimedia

# February 2019

Your picture here

Your company information and logo here.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2 Groundhog Day
3	4	5	6	7	8	9 Pizza Day 
10	11	12	13	14 Valentines 	15	16
17	18	19	20	21	22	23
24	25	26	27	28	 <small>World Spay Day, February 26</small>	