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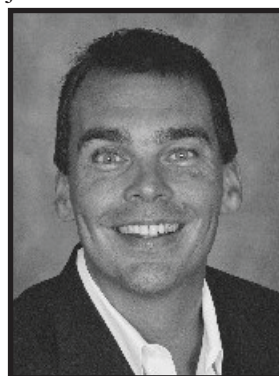
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The Q Corner, Where Quality Meets Quantity

By Mike Walter

I spent a weekend in Memphis this Spring. My girlfriend's mom is a huge Elvis fan and she's never seen Graceland. So we planned a trip around my wedding schedule. My parents and some friends joined us as well. It was a fun weekend



but looking back I realize we did things out of order.

Here's what I mean. Saturday morning we went to Graceland. If you've never been, the tour of Elvis Presley's home is definitely

something you should put on your Bucket List. Even if you aren't a huge Elvis fan, the tour is well put together and it provides an insightful look back at one of the most famous men who have ever lived. You get to peak into his private life and see how he spent his fortune and his free time. You also get to walk through a "trophy room" that is awe-inspiring. Elvis collected gold records like you and I collect socks. There's a long narrow walkway that is lined, floor to ceiling, with gold records and awards. It's an incredible sight. Plus you get to see an assortment of his movie memorabilia, his crazy onstage attire (gotta love those jumpsuits!) and even some concert footage. All in all it's a tour that anyone who makes their living playing music should try to take.

So here's what I mean by saying we went out of order. After spending the early part of the day at Graceland and then breaking for lunch (man do they know how to eat in Memphis!) we headed over for a tour of Sun Studio.

As gaudy and overdone as Graceland is, Sun Studio is the exact opposite. Where Graceland uses personal MP3 players to tell Elvis' story, Sun Studio uses struggling musicians who I can only imagine are bartering for recording time (yes, Sun is still an operable music studio.) Where Graceland tells the story of Elvis once he was rich and famous (which came pretty early in his life) Sun Studio tells the precursor to that story. Sun Studio starts you off before Rock n Roll was a pop phenomenon that would literally change the world.

The Sun Studio tour began with our guide explaining the early origins of the Studio. How Sam Phillips, eager to capture the exciting Rhythm and Blues sound that was permeating from the Memphis juke joints, set up shop and

began recording whatever he could. In doing so, he preserved what most music historians consider the first Rock n Roll record ever made, "Rocket 88" in March of 1951. Like so many great Rock n Roll songs, "Rocket 88" is about a car.

You end your tour at Sun in the studio itself. Our tour guide explained to us that not only did Elvis record in this hallowed room, but other early greats like Jerry Lee Lewis, Roy Orbison, Carl Perkins and Johnny Cash did as well. He told us the story of how Elvis came in one day asking to record a song for his "Mamma's" birthday. It was a story that won over Marion Keisker, Sam Phillips' assistant at the time. But it's also a story that is likely a lie. Elvis told Keisker this in July of 1953 yet his mother Gladys' birthday is in April. Plus, the Presley's at the time did not own a record player. Elvis it seems was already aware of that fact that winning over the opposite sex could get him pretty far in life. Our tour guide also explained that while Sam Phillips is often credited as "discovering" Elvis, Marion Keisker should indeed share a little of that credit. Phillips wasn't even in the studio that day and it was only due to Keisker's urging that Elvis got a second shot at recording for him.

As I stood in that dilapidated room and listened to these great stories about the birth and infancy of Rock n Roll, I could feel the hairs on the back of my neck tingle. So much of what we do as DJs and entertainers, so much of the music that we play at our events, can be traced back to this room. There's a microphone on a stand in that room that our tour guide explained is the original microphone from the 1950's. We were encouraged to pose with it and as you can see I had some fun doing just that. Yet at the same time as I held that microphone I felt a surge of energy. Elvis Presley sang into that mic! So did Jerry Lee Lewis and Carl Perkins and Roy Orbison and so many others.

I tell this story for two reasons. First, when I teach Music History, and when you do as well, I will include a bit about this tiny room in Memphis Tennessee and how a little white lie by Elvis Presley and a keen ear by Marion Keisker may well have changed the course of music forever. And I will try to make the hairs



on the back of the necks of my trainees tingle like mine did in the studio. To teach is to inspire and I believe we all need to remember that when we are filling the minds of our new DJs. Music is a magical medium and we are all fortunate to make our livings in it.

Which goes to the second reason I tell this story. If you do indeed make a living off the music you play then hopefully you agree with me that understanding that music and where it came from and honoring its roots is essential. Do yourself a favor and book a trip to Memphis sometime soon. Go for the great barbecue and for a stroll on Beale Street and for a glimpse of the Mississippi at its mightiest. But go mainly to honor the history of the music that you play. Go to have the hair on the back of your neck tingle.

Just do things the right way, and go to Sun Studio before you head to Graceland. It'll make the whole story make more sense.

Mike Walter is the owner of Elite Entertainment of New Jersey and a nationally recognized expert in the area of multisystem company development and staff training. You can contact Mike at mikewalter@discjockeynews.com.

The MDJ Gold Rush Over....? (2)

By Dude Walker

Much like the easily accessible placer gold deposits found in California in 1849, MDJs had the opportunity in the 1980s to simply "exist" with the crudest of tools as a MDJ and your calendar would fill up with relative ease. The entire market was open and shifting from bands to MDJs. The laws of supply and demand were most definitely on the MDJs side. MDJs staked their claims upon the MDJ industry territory as fast as they could build systems, libraries and find staff.

So many correlations exist between the California Gold Rush and the MDJ Gold Rush:

Placer deposits of 1849 = Ease of booking MDJ events in the 1980s

49ers had little previous mining experience = MDJs had little previous DJ experience

Beginning 49ers readily picked up panning techniques = Beginning MDJs picked up DJ techniques

Single man and a pan = MDJ, gear and a van
49ers initially respected each others claims = MDJs initially respected each others contacts and institutional clients (largely due to the abundance of available work)

Enter the "multi"-equivalent: Machines like the "rocker" or "cradle" or "long tom" allowed three to six men to work together to increase production volume. Similarly, MDJs that pooled resources and added sound and light shows increased their ability to process more events. Ironically, the rapid four year growth of gold output from 1849 to 1853 was similar in nature to the rapid

growth expansion of 1988 to 1992 for MDJs. As growth occur in mining, upgrading of equipment became easier, method more simple and controllable capital investments. Likewise, MDJs found greater market share and increasing demands for service a viable reason to re-invest by upgrading equipment, streamlining methods and capital investments controllable, making MDJing irresistibly attractive to thousands. The larger barrier that MDJs faced was the initial startup capital. With rapidly expanding multi-system companies, a "would be" DJ didn't need to look far to find a roster to fill.

Miners adopted the use of massive derricks that were frighteningly efficient much like the MDJ clearing house or MDJ broker wherein the general ability for any single MDJ to earn a viable living autonomously is under constant threat of market imbalances of supply and demand and price incursions. Innovation is stifled by stressed economic factors and primary focus is shifted away from the client. Ultimately, exerting the opposite effect being sought by free enterprise.

Just like the miners that continued to invent faster, more destructive methods of finding gold, MDJs began to ravage the MDJ landscape with industry equivalents to "hydraulic mining" such as "serial duplicated libraries". The decimation left in the wake of "mechanized hydraulic mining" poisoned water supplies, damaged society, infrastructure and culture. By similar fashion, mechanized MDJing poisoned the MDJ "waters",

undermined a fledgling economic infrastructure and attached a second rate stigma to the culture of MDJs as a whole.

Sadly, "hydraulic mining" existed for more than thirty years. Despite a clear understanding of it's effect on the landscape. Little was done to stop it due to a predilection for exploitation. Curiously, the mere existence of the mp3 and "serial duplicated libraries" is the essence of "squatting, claim jumping and invasion" all wrapped up in one. The exerted effect steals "opportunity by attrition" from every legitimate MDJ that maintains an original copy of music per system.

The Preemption Act of 1841 virtually institutionalized the practice of "squatting" which is basically establishing a claim by occupancy without right or title. By comparison, thousands of MDJs routinely claim to be professional by text on a business card, brochure or website without right or title or the paying of any "educational due" or "continuing education" to lay claim to the term. In addition, there are MDJs that routinely serial duplicate music libraries or lay claim to enormous music libraries that are in reality downloaded during the performance without the right or title to the music works being illegally used or obtained.

Toward the beginning of the California Gold Rush, generally speaking, miners respected each others claims due to the abundance of available gold. However, as more miners arrived and gold and mine-able land became more difficult to find,

competition gave rise to claim jumping which often ended in violence. Similar in nature to the beginning of the MDJ Gold Rush, wherein MDJ generally respected each others contracts and institutional clients. However, as more MDJs entered the industry, intense competition began to limit the once abundant (placer gold) MDJ landscape which gave rise to "claim jumping" and "gig poaching" wherein MDJs resort to direct interference to damage another's business reputé to bolster their "contract-able" position.

Gold became harder to find and competition grew fierce between the miners. Swindlers would also resort to "salting" the ground, scattering a little gold around and then sell the land undue profit. Similar in nature to MDJs that claim to have full calendars, yet, wish to sell their business based upon "lofty claims"...rather than legitimate and solid financial books.

Just like the thousands of disillusioned gold seekers with little to show for their time, MDJs are beginning to comprehend the limits to a "once thought to be limitless" industry. Economic factors presented a demand upon miners to find an ounce of gold per day to break even. The today equivalent of around \$887. MDJs facing shrinking markets, retro-grade pricing and rising production costs are facing similar and monumental challenges. To be continued...

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Pain-Free Selling. What A Find! Are You Pain Free?

By Jeffery Gitomer

My insurance agent came over last week to update my portfolio of policies. I like to make sure I'm more than covered. I consider insurance an asset, not an expense. Peace-of-mind and protection, not a cost.

I also consider insurance among the toughest sales in the world. No one wants it, and many insurance salespeople are somewhere between bad, and pushy. It's hard to get an appointment, and even harder to make a sale once you get there.

HERE'S THE KEY: Pre-existing relationships

must be in place to make the sale palatable, nay possible. But that's just the premise for this message.

I asked my agent (who I have been friends with, and loyal to, for 15 years) how he engages a prospective customer. "Well first I try to find

their pain," he said with that all-knowing smile. "WHAT!?" I screamed. "When did you learn that? 1972?"

He hemmed and hawed about the sales strategy he was using, but it was obvious he was embarrassed about admitting it.

Why aren't you trying to find positive things instead of negative things? I've been your customer for 15 years and you never found my pain. I never had any pain. I just needed some insurance. I wasn't hurting for insurance. The only pain I had was writing you a check. In fact, that's STILL a pain.

We laughed. But "finding the pain" is not a bit funny in sales. In fact it's somewhere between sad and manipulative. Somewhere between negative and dark. In short, if you want to find pain, become a doctor – people will come to you with pain by the thousands. If you want to make it in sales, there are other things to find.

Pain does NOT drive a sale. If you're in a prospective customer's office or on any sales call here's what to look for and here's what to uncover:

Find the friendly. All things being equal, people want to do business with their friends. No pain there.

Find the common ground. What is there in the rapport building that "clicks." Something that sparks the conversation and takes it deeper. Smiles, things of common interest. Things that build initial comfort – maybe even trust. No pain there.

Find the engagement. How meaningful can you make your questions so that you get to the heart of the prospect's important issues? No pain there.

Find the need. In conversation and two-way dialog precipitated by your questions, uncover

the real needs. Find the symptoms and address the needs. Needs are not painful, they're challenges that you can convert to sales. No pain there.

Find the desire. By exposing desire you at once understand (beyond need) how important your product or service is to the prospect. No pain there.

Find the opportunity. Common ground, engagement, need, and desire will expose the one element necessary for you to make sales: OPPORTUNITY. Your job is to discover how to take advantage of it. No pain there.

Find the difference. The difference between you and your competition that the customer perceives. There may be some pain here – if the prospect thinks the competition is better than you. OUCH!

Find the unknown. Uncover something. Discover an answer that the prospect finds valuable. No pain there.

Find the value. And prove it. Perceived value is the basis for moving forward. No pain there.

Find the trust. Trust is the oil that glides the pen across the contract. No pain there.

Find the improvement or productivity. Everyone wants to improve and become more productive. No pain there.

Find the quality. I want Lexus, not Ford. Pain is selling price. OUCH!

Find the profit. Don't "save me money." Show me how I put money in my pocket. No pain there.

Find the decision maker. AHA! Focus atten-

tion on the person who can say YES! Spend time finding him or her. Talking to non-deciders is a pain. OUCH!

Find the elements that will make the sale happen. Uncover past history and buying motives. No pain there.

Find the urgency to buy. Once you find this your sales cycle will be cut in half, or more. No pain there.

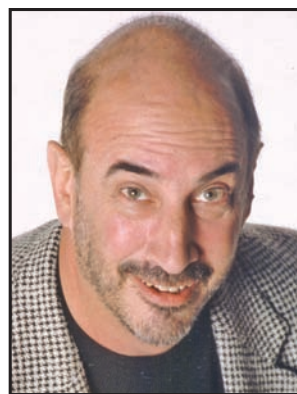
Once you find all these positive elements, you'll find the final prize: the money.

The only pain in sales is self-inflicted. You shoot yourself in the foot with manipulation, old sales tactics, being too pushy, speaking poorly about the competition, and being unprepared.

Chances are, if you go looking for pain, you'll lose to someone looking for a positive, meaningful, engaging, value-driven relationship. One that not only leads to an order, it leads to a relationship, testimonials, and referrals. Those are pleasures. Find those, and you'll get rid of the pain in your wallet.

If you want a bit more pain, go to www.gitomer.com, register if you're a first-time visitor, and enter the word PAIN in the GitBit box.

Jeffrey Gitomer is the author of *The Little Red Book of Selling* and *The Little Gold Book of YES! Attitude*. President of Charlotte-based Buy Gitomer, he gives seminars, runs annual sales meetings, and conducts Internet training programs on sales and customer service at www.trainone.com. He can be reached at 704/333-1112 or e-mail to salesman@gitomer.com.



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The Challenge Of Change

By Dr. John C. Maxwell

The history of Henry Ford and the Model T illustrates a fundamental truth about leadership: leaders never outgrow the need to change.

On his way to dominating the automotive market with the Model T, Henry Ford embodied innovation and progress. By pioneering the assembly line, Ford slashed the amount of time needed to manufacture an automobile. He installed large conveyor belts in his factory, allowing workers to stay in one place rather than roaming around the factory floor. He also shortened the workday of his employees from nine hours to eight hours so that his factories could operate around the clock.

The efficiencies Ford introduced allowed cars to be manufactured at a fraction of their previous costs. In under a decade, automobiles went from being luxuries affordable only to the wealthiest Americans, to being standard possessions of the average American family. Ford profited handsily from the popularity of the Model T, and Ford Motor Company grew into an empire.

However, the dominance of Ford Motor Company was short-lived. As competitors changed their operations to copy Ford's concepts mass production, Henry Ford made a tremendous leadership blunder. With cars rolling off assembly lines like never before, consumers began to demand a variety of colors. However, Ford stubbornly refused, uttering the famous line, "The customer can have any color he wants so long as it's black."

In Ford's mind, producing multiple colors was foolhardy since black paint dried the fastest and could be used most efficiently. Amazingly, Ford did not comprehend the human preference for variety. Customers flocked en masse to other producers who catered to their color preferences, and Ford Motor Company never regained its grip on the market.

For so long, Henry Ford had focused on moving from inefficiency to efficiency that he refused to move in the opposite direction - from efficiency to inefficiency - even when doing so would have been wise and profitable. Ford's genius in sparking change had catapulted him to the pinnacle of American commerce, but later, his inability to change cost him dearly.

In this article, I'd like to overview the

central challenges faced by leaders when they try to make changes in their lives. In doing so, I have drawn upon the wisdom of my friend, Sam Chand, author of the book LADDERShifts, and a prominent thinker in the field of leadership and change.

Issues That Make Change A Challenge

Critics

Along the journey of leadership, you'll meet all sorts of people, and I guarantee you'll bump into a few critics. Early in my career, I didn't know how to handle disapproval, and I bent over backward to keep everyone happy. In spite of my best efforts, I failed. Some of my people still didn't like me.

Trying to appease everybody invites trouble. Appeasers end up being average because they always gravitate to the middle of the road. They're afraid to make waves, and therefore, they avoid changes. My leadership began to take flight when I allowed myself to press people to change - whether they thanked me or cursed me.

People You Have Outgrown

As we climb the levels of leadership, we come to the sad realization that most people aren't committed to personal growth. Friends who once shared our dreams begin to settle for second best. Members of our inner circle quit when the journey gets hard. If we are to change ourselves for the better, then we need to change the company we keep.

Eventually, we must change our relationships by disengaging from the people we've outgrown. Disassociating from colleagues can be especially painful given your history together, the contributions they have made in your life, and your personal feelings toward them. Disengaging is painful because you care about them. It's painful because they may not understand why you've drifted away from them. It's painful all the way around, but remember, unless you are willing to endure these pains, your own growth as a leader will be limited. Lead-

ers only grow to the threshold of their pain.

The Weight of Responsibility

When we're young, leadership has an idealistic appeal. We yearn to be in charge and out front, making the decisions. However, the reality of leadership involves the heavy burden of responsibility. Missteps by a leader can affect people's livelihoods or an organization's sustainability. The fear of getting it wrong can paralyze a leader.

If we, as leaders, want to make significant changes to increase our impact, then we must be willing to shoulder progressively greater loads. Although added responsibility gives us a greater opportunity to exercise leadership, it also magnifies the consequences of our mistakes. To be a change agent, a leader must be willing to take ownership of key projects and pivotal decisions.

Personal Inadequacies

As we grow in our leadership, we advance into uncharted territory - areas beyond our comfort zones. Such occasions give us growing pains by confronting us with our inadequacies. Our wisdom fails to solve a problem, or we stumble into a situation requiring more wisdom than we possess.

Facing our limitations can be daunting. At times, we'd rather stick to familiar roads than blaze a new trail and risk failure. Ultimately, pushing our personal boundaries is the surest way to grow, improve, and expand the scope of our influence.

Review

Issues That Make Change A Challenge:

Critics

People We've Outgrown

The Weight of Responsibility

Personal Inadequacies

Dr. John C. Maxwell has authored over 30 books, including such New York Times best-sellers as "Developing The Leader Within You" and "The 21 Irrefutable Laws of Leadership."

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Starting From Scratch

By Jeff Richards

Starting from scratch is a monthly column that will help those new to the disc jockey industry. Each article will cover what it takes to be a successful mobile DJ. Today's topic: The Expenditure of Business. (Part 1 of 3)

What does this mean? What does it cost you to own, operate and maintain your DJ business. You may not realize it but for every minute of the day it is costing you money in some way to have your business in operation. Unfortunately many DJs don't have a good grasp on their business operations and believe they have no overhead, but in all actuality something as simple as reading this column is costing your business money. I will try to break down what are the true costs of running a profitable, successful DJ business. Some of these expenses will be common costs that you already account for. Some can be expenses you might not have considered and some may not apply to your particular service. Your business may even have others that I have not included in this three part column.

Start up Costs: The start up costs will be your largest business related expense of all involved in the business. If you are starting from scratch it will be much larger than the costs for someone who has been DJing for a while and has already purchased and/or accumulated items involved with the start up. The start up costs will include each and every penny that it will take to open your doors and declare yourself a business. This would include the registration or trade mark of the business with the Secretary of State where your business resides and following all the rules and regulations put forth by your local, state and federal business administrations. You also must include filing all the paper work to constitute that you are a legal business

paying taxes on your DJ business income.

Equipment: The biggest single expense will be for equipment. You have two ways to go with this. You can either purchase the most bargain basement priced equipment that you can find or you can buy higher priced quality equipment. The inexpensive equipment will help keep your start up costs down but typically the more low-priced the piece the lower the quality of that equipment. This equipment is low-priced for a reason, and in general will need to be fixed or replaced more often than if you had originally bought a higher price, higher quality piece. The last thing you want is for your equipment to stop working during an event. The expenditure of purchasing equipment can continue for a few months to possibly a few years after the original purchase date depending on the method of payment. If you put it on a credit card this bill can last for a very long time with interest continuing to accrued which adds to your overall start up costs and your monthly expense payment. If you take the money from a savings or checking account, these items are not considered "paid off" or "free and clear" until you replace the money used to buy the equipment. As your company grows, builds and presses on, new exciting advanced equipment may come along that you will need to improve your service to your customers.

Advertising: The best way to get a jump start with booking events is with advertising. There are many ways to get your name out there but which ever ways you choose will be a costly and continuing expense for as long as you own the business. Your advertising could include your own web site, being listed on DJ search web sites, bridal magazines, newspaper ads, business cards, brochures, yellow pages, giveaway products with your busi-

ness name and logo on it, and a whole host of other marketing opportunities. Advertising can be one of the hardest to track and stay in control of. Some ads will have a monthly charge, some will be broken up into several payments over several months and some will have a once a year payment schedule. With the increasing numbers of phone books, web sites and magazines you can feel overwhelmed with the non stop billing for these ads. Most of your advertising bills come due or for renewal during the late fall, winter and early spring when business may be slower adding additional stress and tension for you.

Salaries: If you are a single operator, this would be the money you earn for yourself and private life. It's just like the paycheck you would receive from any job you worked in the past. You will use this to pay for your own private (non DJ business) expenses and life in general. You will live off of this income and of course pay taxes on this income. If you are a multi-operator this would include all hired DJs, subcontractor DJs, booking fees, in office personnel or other business related employees. This is the paycheck that they will live on. With paying salaries there are many legal formalities that you will be involved with from your local as well as the federal government when it comes to payroll: Income Tax, Social Security, Medicare and FICA to name a few. If you are a DJ and do not have these items taken out of your paychecks or are not paying state and federal taxes on your earned income, this can lead to major problems for you in the future. Every penny you earn in your lifetime that is deducted and reported to the government will help determine your monthly social security income when you retire. It may seem like a good idea to get paid with cash and not

pay taxes now, but when you retire you could be finding it hard to survive without that unreported income from the past. Your biggest concern should be getting caught not paying your taxes. This could lead to huge fines, time served in jail and/or the loss of your business. If the company you work for gets audited and found guilty of tax evasion every past, present and future employee will also be investigated.

Insurance: For most people insurance seems to be more of an inconvenience then a necessity. Insurance is there in case of an emergency and for the most part never gets used. You may want to think about carrying insurance for your business vehicles, equipment loss or damage, car accidents, medical, life, fire, flood and health. When I first started insurance to cover equipment was very hard to find and very expensive. Today there are a few insurance companies that specialize in DJ coverage and have reasonable rates. Having insurance can keep you from total devastation if something should go wrong. The theft of your equipment, a vehicle accident, an on site accident to a guest or a fire can wipe you out if you're not covered.

"The Expenditure of Business" To be continued....

Read Jeff's blog at www.discjockeynews.com click on the Blog/News button then click on "Starting from Scratch"

To respond to Jeff's column send an e-mail to jeffrichards@discjockeynews.com Jeff Richards has over 25 years of experience as a DJ/Entertainer and has served two terms as the Executive Vice President of the Midwest Association of Professional Disc Jockeys. He speaks at National DJ Conventions and for local DJ Associations. Jeff also offers private consultations to DJ services.

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Jim Cerone



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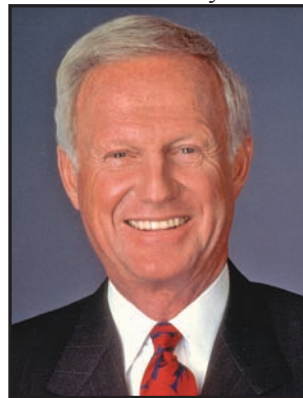
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The ABCs Of Selling

By Harvey Mackay

Not long ago, I was listening as one of my grandchildren practiced his ABCs. He had a little picture book that helped him remember what the letters stood for, and he studied it intently, determined to be the first in his class to know all the letters and words. With his determination, I knew he would master the alphabet in no time at all.

As he worked, I started thinking about what those letters mean to me, after a lifetime in sales and years of helping young



hopefuls get started in their careers. I didn't draw pictures, but these are the words my alphabet book would include:

A vail-

ability for your customers is essential, so they can reach you with questions, concerns or reorders.

Believe in yourself and your compa-

ny, or find something else to sell.

Customers aren't always right, but if you want to keep them as your customers, find a way to make them right.

Deliver more than you promise.

Education is for life—never stop learning.

Follow up and follow through. Never leave a customer hanging.

Goals give you a reason to go to work every day. When you reach your goals, set higher ones!

Humanize your selling strategy by learning everything you can about your customers.

I is the least important letter in selling.

Join trade organizations and community groups that will help you both professionally and personally, such as Toastmasters, chamber of commerce or Junior Achievement.

Know your competitors and their products as well as you know your own.

Listen to your customers or they'll start talking to someone else.

Maybe is the worst answer a customer can give. No is better than maybe. Find out what you can do to turn it into a yes.

Networking is among the most im-

portant skills a salesperson can develop. Someone you know knows someone you need to know.

Opportunities are everywhere. Keep your antennae up.

Price is not the only reason customers buy your product, but it is a good reason.

Quality can never be sacrificed if you want to keep your customers satisfied.

Relationships are precious: They take time to develop and are worth every minute you invest in them.

Service is spelled "serve us" in companies that want to stay in business for a long time.

Trust is central to doing business with anyone. Without it, you have another word that begins with T: Trouble.

Unlimited potential is possible whether you sell computers or candy. You are the only one who can limit your potential.

Volunteer: It's always good to give back. You'll probably find that you get more than you give, and there is no shortage of organizations that need your help.

Winning doesn't necessarily mean beating everyone else. A win-win situation is the best of both worlds.

X-ray and catscan your customers so

that you know everything about them—so you can serve them better.

You is a word your customers need to hear often, as in "What can I do for you?"

Zeal is a critical element in your presentations, service and life in general. Let your enthusiasm shine through!

Some things never change—including the importance of knowing how to treat your customers and what really matters in your relationships. And as you can see, most of these items cover far more than just sales.

Someday, I think my grandchildren will still be able to use my little alphabet book. Nothing would make me prouder.

Mackay's Moral: Now you know my ABCs—sales skills from A to Z.

Reprinted with permission from nationally syndicated columnist Harvey Mackay, author of the New York Times #1 bestseller "Swim With The Sharks Without Being Eaten Alive," and the new book "We Got Fired!...And It's the Best Thing That Ever Happened to Us."



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Monthly Music Charts

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Pop

- 1 Leona Lewis
- 2 Jordin Sparks
- 3 Sara Bareilles
- 4 Miley Cyrus
- 5 Chris Brown
- 6 Usher
- 7 Mariah Carey
- 8 Flo Rida
- 9 OneRepublic
- 10 Buckcherry

- Bleeding Love
- No Air
- Love Song
- See You Again
- With You
- Love In This Club
- Touch My Body
- Low
- Stop & Stare
- Sorry

Rock

- 1 Puddle Of Mudd
- 2 3 Doors Down
- 3 Sixx A.M.
- 4 Theory Of A Deadman
- 5 Seether
- 6 Disturbed
- 7 Foo Fighters
- 8 Black Crowes
- 9 Three Days Grace
- 10 Finger Eleven

- Psycho
- It's Not My Time
- Life Is Beautiful
- So Happy
- Fake It
- Inside The Fire
- Long Road To Ruin
- Goodbye Daughters Of The...
- Never Too Late
- Paralyzer

- 1 Lil Wayne
- 2 Usher
- 3 Ray J
- 4 Mariah Carey
- 5 Rick Ross
- 6 Ashanti
- 7 2 Pistols
- 8 The-Dream
- 9 Jordin Sparks
- 10 Trey Songz

Urban

- Lollipop
- Love In This Club
- Sexy Can I
- Touch My Body
- Boss
- The Way That I Love You
- She Got It
- Falsetto
- No Air
- Last Time

Country

- I Saw God Today
- You're Gonna Miss This
- Just Got Started Lovin' You
- Picture To Burn
- Love Is A Beautiful Thing
- I'm Still A Guy
- Every Day
- What Kinda Gone
- Love Don't Live Here
- Laughed Until We Cried

The DJ Swap Shop

For Sale: Download a Free BPM List of the Top 250 DJ Songs at www.bpmmlist.com. The BPM List 2007, with over 10,000 songs, is also available in printed and downloadable formats for just \$25 per index (by BPM, Style, Artist, and Title).

On Sale: Tickets for A.R.M.D.J.S 2008 in Greenville, Tennessee. Speakers include Larry Williams, DJ Dr. Drax, Scott Faver, Jim Cerone, and Mark Ferrell. Visit www.armdjs.com to purchase tickets.

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