

151 Quick Ideas to Inspire Your Staff



For most businesses, attracting new employees and getting your existing employees to succeed is a never-ending task. Its often rooted in inefficient hiring practices, misunderstood motivational techniques, inadequate training, and high employee turnover. The results: low productivity and poor performance leading to lower revenue, unhappy customers, and endless management headaches. Jerry Wilsons 151 Quick Ideas to Inspire Your Staff takes the mystery out of motivating employees to achieve personal and business success. The basic concept: Inspire your employees to create and maintain delighted repeat customers! This book demonstrates that business owners dont have to constantly replace employees or use artificial incentives and harsh methods to get employees to help the business succeed. Wilson shows business owners and managers how to do it themselves without the pain and suffering. And you dont have to invent any new approaches, concepts, or buzzwords to do it! Just follow some of Jerry Wilsons 151 proven ideas and discover amazing results - fast! Jerry Wilson has spent more than 25 years researching what his clients - businesses large and small - need to do to be successful in todays marketplace by hiring and motivating the right employees. These powerful ideas work! Each is presented in a bite-sized package that allows instant execution. No long chapters with endless justifications, pontifications, philosophy, or personal stories. Just 151 great, practical ideas any business manager and owner can use to make an immediate difference in his or her business success. Jerry Wilson is a successful businessperson, entrepreneur, professional business and marketing consultant, and accomplished public speaker. He is also the author of Word of Mouth Marketing. Initially published in 1991, it was the first book focused on what is now called buzz

marketing and viral marketing. It has also been published in four other languages: Spanish, Portuguese, German and Italian. Wilson has been published in Entrepreneur magazine, Success Magazine, Master Salesmanship and Personal Selling Power, among others. He lives in Indianapolis, Indiana.

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