Greetings from Montgomery!

We hope that you are all doing well and enjoyed the Christmas Holidays. We appreciate all that you do, promoting and selling the Patty-Cakes® line of products.

In a few weeks, the President will give his State of the Union address. Governors across the country will be delivering their “State of the State” addresses, as their state legislatures prepare to convene. In this newsletter, we would like to address the “State of Patty-Cakes®”, and we ask you to look at how you managed your own Patty-Cakes® business last year.

2013—looking_back_as_we_look_forward

Well, another year has passed. Another year to reflect on Patty-Cakes® and what took place here in Montgomery, as well as what took place in your hometown. It looks like 2014 could be a challenging year. The economy remains sluggish and the issue of Obamacare becomes more confusing every day. One can’t help but wonder what effect this law will have on an already ailing economy.

What does this mean to you and ultimately, what does it mean to Patty-Cakes® as a whole? Did you ever stop to realize how important you are to the success of Patty-Cakes®? If you are not successful, then we are not successful. If you don’t produce sales, we have nothing to process. If you don’t grow your business, then our business won’t grow either. Our relationship with our Consultants and Franchises is one of interdependence. We aren’t just dependent on you to sell our products and you aren’t just dependent on us to process your orders. We are interdependent – meaning we depend on each other to assure our overall success.
National sales statistics say that 80% of all sales are generated by just 20% of salespeople. If this is true, it means a majority of any given sales force does not contribute to the prosperity of the company they are employed with. If 80% of the sales force is ineffective, it is a drain on the company’s resources. How accurate are the “experts” in regards to Patty-Cakes®?

I decided to run the numbers, just to see how we compared to the national average. In 2013, after removing the local sales figures and looking across the rest of the entire organization, 20% of our consultants/franchises accounted for 70% of our 2013 sales. Conversely, this shows that 80% of our consultants/franchises contributed only 30% of our sales. While these percentages are slightly better than the national average, they are a bit disturbing to us. I really thought our numbers would be much more balanced.

Another thing that concerns us is the fact that so many of you, who have sent in orders on a regular basis for years, haven’t sent in an order in quite a while.

Some of you didn’t send in a single order in 2013! As I mentioned in the last newsletter, many of our consultants and franchises continue to send in orders on a regular basis. Our number 2 producer, who has been selling Patty-Cakes® since 2006, just had her best year ever in 2013. This shows that there are a lot of people out there that still want Patty-Cakes® done for their children, despite the economy.

So what can you do? Think about the year you had with your local business in 2013. Which group do you think you fell into? Do you realize that if everyone in the 80% group sold one order per month….just one order….you individually could make a minimum of $600 in profit? Could you have used an extra $600 this Christmas? I’ll bet you could have.

Ask yourself this question, “Based on my year in 2013, did I exhibit the necessary behavioral traits to effectively grow my consultant business? If not, why not?” That’s not a question that I can answer from Montgomery.
Every person who has become a consultant with Patty-Cakes® has shared one common belief—they are absolutely sold on Patty-Cakes® products. I ask you this—are you sold on yourself?

You must believe with everything in you that you are both worthy of success and capable of achieving it. You must believe that you offer great value to others, confident of your worth in any transaction. You must confidently accept yourself as the most capable person in your field, able to offer your customers amazing value and precious keepsakes.

Once you are sold on yourself, then take some time to develop and maintain a sales plan. Just as you cannot hit a target you cannot see, you must have goals and a plan to achieve them if you are to have any success with Patty-Cakes®. Once your plan is written, you can begin executing it. In a logical, step-by-step manner, you will achieve those goals and fulfill your plan. A plan gives you necessary direction to act upon. Improve your skills as a communicator. This involves not only your speaking skills, but even more importantly, your listening skills. You must develop the art of effective questioning.

More than anything, use your time wisely. Become highly productive. We all have exactly 24 hours in a day, no more...no less. Many people tend to meander through their work day, floating from task to task or simply doing what comes along. This is not the schedule of a successful salesperson. You need to plan your work and work your plan. Do something for your business every day. Keep up a momentum.

In this age of the internet, realize that technology is a tool, not a crutch. Facebook has become very important in today's world, and all of you should be using it to promote your Patty-Cakes® business. I love using high-tech sales tools as much as anyone, but they do not define our arsenal of sales tools. Are you depending on a fancy brochure or a website to make your sales for you? Are you dependent on the Patty-Cakes® website to bring you customers? Could you talk to a potential customer if you didn’t
Have a brochure in your hand? If not, your tools have become a crutch. Remember, you are the presentation. It is your knowledge, skills and experience that will provide the solutions your customer needs.

Lastly, check your motivation. If your desire is to genuinely help others, your customers will sense that as well. You will be welcomed as the sort of person that they want to do business with.

So, here we are. What do you want to do in 2014? Is Patty-Cakes® a serious part of your plan or is it just a hobby that you’ll pick up once in a while? Each of you are allowed to sell at your own pace. You don’t have to meet minimum sales numbers to remain a consultant with Patty-Cakes®. However, we want you to be successful and we believe that our products and process give you every opportunity to succeed. Success for you may not be trying to become the #1 salesperson in the entire organization. It may simply be trying to achieve that one order per month goal. However you define it, your personal success can only be achieved by one person—you. Make 2014 the year you take a serious step in that direction.

Good Selling!