



Tero® International, Inc.

Your Elite Training Team



Monthly eZine - March 2011

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Tero March eZine

If the security and firewall settings on your computer are making it difficult to view this eZine:

1. [Click here to view Tero's March 2011 eZine.](#)
2. [Click here for links to pdf's of the March 2011 eZine and previous eZines.](#)

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Events and Workshops

Public Workshops

2010 Workshops

March 31

[Outclass Your Competition](#)

[Register now](#)

April 12 - 13

[IMPACT: How To Speak Your Way To Success](#)

[Register now](#)

April 28

[Image and Influence](#)

[Register now](#)

May 26

[Outclass Your Competition](#)

[Register now](#)

Welcome to the Tero International Monthly eZine

Technology. The word alone can be inviting or daunting depending on your experiences using it. It can provide us with huge advantages in keeping connected with people, and it can also minimize our day-to-day interactions with others.

Being aware of the tools of technology is an important step, as well as the acknowledgement of its destructive potential if abused. At Tero, we like to use our online tool belt in a way that helps our graduates continue their path toward improving their skills set and reaching their goals. This eZine takes you, the reader, on a journey through the online resources available to you, as a part of the Tero community.

In this month's Question and Answer section the first question holds the answer in a link to a webinar, while the answer to the second question allows you to chime in on a blog. The feature article this month is a link to a Tero article published and shared globally online, and the Professional Development Activity requires some sleuthing among your own internal and external online resources.

For a quick glance at what is happening in the Tero Facebook community, visit the sidebar. If you're a member of Facebook, be sure to "Like" Tero so you can receive ongoing resources for your personal and professional development.

Technology is around every corner and what matters is how we choose use it or not use it. It is our hope that the Tero resources available to you can serve the purpose of enriching your day-to-day life and interactions.

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Ask Tero

This section contains questions asked of the training professionals at Tero. Do you have a question for Tero? Let us know! If there is a topic or question you would like to see addressed in a future eZine, please make suggestions so we can give you the resources you need. Thank you for the continued responses we receive each month.

Question: How do I make sure I am leveraging the power in my business relationships?

Tero says: Executive Women International (EWI) asked this exact question to Tero. Deborah Rinner, Tero's Director of International Protocol and Corporate Etiquette

June 7 - 8

[IMPACT: How To Speak Your Way To Success](#)

[Register now](#)

June 23

[Image and Influence](#)

[Register now](#)

July 20 - 21

[Beyond Compromise: A Better Way To Negotiate](#)

[Register now](#)

August 9 - 10

[IMPACT: How To Speak Your Way To Success](#)

[Register now](#)

September 13 - 14

[IMPACT: How To Speak Your Way To Success](#)

[Register now](#)

October 6

[Outclass Your Competition](#)

[Register now](#)

October 11 - 12

[IMPACT: How To Speak Your Way To Success](#)

[Register now](#)

October 27

[Image and Influence](#)

[Register now](#)

November 15 - 16

[IMPACT: How To Speak Your Way To Success](#)

[Register now](#)

Tero's Social Media Presence

Below is a brief overview of what you will find on Tero's Facebook page:



Tero International

Responding to Hostile Questions

provides helpful guidance in the EWI Webinar, The Power of Relationships. [Click here](#) to view the webinar.

Question: What are some tips for responding to hostile questions during or after my presentation?

Tero says: When a tough question comes your way, everyone in the audience waits to see how you will react. Presenters who skillfully handle hostile questions enhance their credibility. Maintain a positive attitude at all times. They may not fight fair but they expect you to. Follow these three steps for dealing with a hostile questioner. Step 1: Address the Emotions. [Click here](#) to visit the Tero Blog for the rest of the response.

[Click here to ask Tero a question](#)

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Feature Article - Sales Negotiations

Are Your Salespeople Overlooking a Critical Step of Successful Negotiations?

The best producers in any business have at least one common attribute - they're experts at developing and managing relationships. But when salespeople feel like they consistently have to "give, give, give" to close sales, confidence as well as the bottom line will eventually suffer, and companies cannot afford for that to happen.

Too often, salespeople rush to proposing options they hope will be accepted and skip the most important element of negotiating - getting to the underlying interests of why someone wants what they want. The Result? Both parties pay the price. "It's infinitely more effective to ask questions, and truly try to understand the other party's answers and reasons than to apply your own options and judgments," says Rowena Crosbie, President of Tero International, whose course Beyond Compromise: A Better Way to Negotiate educates salespeople around the globe on the finer points of successful negotiations.

[Click here for the full article on Yahoo.com](#)

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Professional Development Activity - Why Do You Do What You Do?

Many people walk around in their daily occupations fulfilling obligations and completing tasks without taking the time to understand why it matters. It's worthwhile to stop every now and then and evaluate the "Why"? This exercise will help you explore and understand the purpose behind why you do what you do.

Step One: Take a moment to understand your company and why you chose to be a part of it. Locate the following on your company's website or internal documents:

Mission
Vision
Values

Can't find all three? Ask a company executive or Human Resources Manager to assist you in locating these. It might also be worthwhile to point out how difficult they were to locate. It could be something that's been overlooked, or perhaps there's a good reason - and maybe that reason is important for you to know.

Step Two: Identify one aspect of yourself that you'd like to develop. For example, "I'd like to be more punctual to meetings," or "I'd like to learn how to present better." Once you figure out your goal, ask yourself these questions:

When a tough question comes your way, everyone in the audience waits to see how you will react. Presenters who skillfully handle hostile questions enhance their credibility:

Step 1: Address the Emotions

Step 2: Address the Issue

Step 3: Address the Audience

Tero International

Research has shown that people who have good relationships with each other will naturally assume a rhythm that matches the other party - in body language, cadence and movement.

Tero International

The Tero Team is looking forward to recording our radio spots at the Des Moines Radio Group today! Professional Polish from Tero International will provide listeners and readers with a daily business tip. The tips respond to questions asked by business professionals about interpersonal interactions in the workplace.

Tero International

Recruiting and Interviewing Skills: Should I hire someone just like me?

How to Master Business Social Media

- How does your personal development goal align with your organization's Mission, Vision, and Values?
- What resources (external and internal) can you find that will help you reach your goal?

Step Three: Set a date on your electronic calendar to achieve this goal and set reminders in between to revisit your progress. Plan for the big day when you have achieved your goal and get excited now about how you're going to celebrate. You will have earned it.

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Resources

Social Media Resources

Below are links to companies who provide expertise in the social media arena in Central Iowa.

[One Social Media](#)
[Catchfire Media](#)
[eComegy](#)
[Lava Row](#)

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What's New at Tero

Tero on the Radio - First broadcast March 21, 2011

Professional Polish from Tero International provides listeners and readers with a daily business tip. The tips respond to questions asked by business professionals about interpersonal interactions in the workplace. According to research from Harvard University, The Stanford Research Institute and The Carnegie Foundation, 85% of professional success is related to your people skills. Helping business professionals develop these critical skills is Tero's mission. Professional Polish airs daily on KIOA 93.3 FM in Des Moines, Iowa. Listen at approximately 4:38 p.m. each weekday afternoon for Tero's Professional Polish Business Tip of the Day or visit the Tero website for recent broadcasts and program archive. [Click here](#) to find Professional Polish on the Tero website.

Internship Opportunities Available

Each year, Tero hires college students for summer internships. Time is running out to apply. All areas of interest and studies are welcome to apply as the tasks carried out by Tero interns vary. For more information about the internships or to apply, email rcrosbie@tero.com.

Carlos Alvarez presents to West Des Moines Leaders

The West Des Moines Leadership Academy participants enjoyed a session on presentation skills, "Leadership: Speaking for Success" on February 17th, held at Valley High School. Tero Senior Training Consultant, Carlos Alvarez, gave tips to the leaders that will provide them an edge in their upcoming speaking opportunities. [Click here](#) to learn more about the West Des Moines Leadership Academy, and nominate someone you know for a future class.

Deborah Rinner Delivers Webinar for EWI

Deborah Rinner, Tero's Director of International Protocol and Corporate Etiquette provides helpful guidance in the Executive Women International (EWI) Webinar, The Power of Relationships. [Click here](#) to view the webinar.

Vocational day at Tero

On March 8 Tero hosted the [Rotary Club of West Des Moines](#) for Vocational Day. Deborah Rinner, Tero's Director of International Protocol and Corporate Etiquette is a member of the WDM Rotary. The group catered in lunch, took a tour of the Tero Learning Center and listened to a presentation on Tero's work in interpersonal skills

Sales Expert and Author, Jeffrey Gitomer, offers these thoughts on the subject of social media in his new book, *Social Boom!*

"What's your company's social media policy? Probably shortsighted. Business social media, or social networking, has become more than a global phenomenon. When combined with your online presence and online outreach, it's a global business phenomenon and a revenue generating phenomenon."

training, research and executive coaching given by Rowena Crosbie, Founder and President of Tero, and who is President-elect of the [Rotary Club of Des Moines AM](#).

Carlos Alvarez Interviews with J. Michael McKoy

Carlos Alvarez, Senior Training Consultant for Tero International, shared his techniques for effective public speaking on Tuesday, March 1, 2011 on Mac's World Live. [Click here](#) to watch the interview.

Rowena Crosbie Featured Speaker at NAWBO-CI's Women Mean Business Summit

Three keynote speakers, including Tero President, Rowena Crosbie, shared their path to success on March 3 at the Women Mean Business Summit of the National Association of Women Business Owners Central Iowa (NAWBO-CI). The summit took place at the Holiday Inn in West Des Moines, IA. [Click here](#) for information about NAWBO-CI.

Becky Rupiper-Greene Keynotes The College of Saint Mary Alumnae Meeting

Senior Image and Training Consultant, Becky Rupiper-Greene delivered the featured keynote for an Alumnae networking event for [The College of Saint Mary](#) in Omaha, Nebraska on March 18. The presentation was titled *Put Your Best Foot Forward - What NOT to Wear in the Workplace*.

Deborah Rinner Speaks to College Business Class

Deb Rinner addressed Marshalltown Community College Business Class discussing International Business and Cultural Competence.

Rowena Crosbie to Speak at the 2011 Girl Scouts of Greater Iowa Annual Meeting

Tero President, Rowena Crosbie, will be the featured speaker at the 2011 Annual Meeting of the Girl Scouts of Greater Iowa. The event will be held at Iowa State University's Scheman Building in Ames, Iowa on April 9. [Click here](#) for information.

Rowena Crosbie to Speak at SHRM Talent Management Conference

Rowena Crosbie to speak at the Society for Human Resource Management (SHRM) Talent Management Conference and Exposition in San Diego, California in April. This is the premier conference for talent management professionals from around the world. [Click here](#) for information.

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Public Workshops

[Outclass Your Competition](#)

A 5-hour Business Etiquette and Dining Tutorial workshop.
March 31, 2011 (Des Moines),
May 26, 2011 (Des Moines), October 6, 2011 (Des Moines)

[Image and Influence: Polishing Your Professional Look](#)

A 1/2-day workshop on polishing the message your appearance sends and discovering the best way to present yourself.
April 28, 2011 (Des Moines),
June 23, 2011 (Des Moines), October 27, 2011 (Des Moines)

[IMPACT - How To Speak Your Way To Success](#)

A 2-day workshop on speaking confidently and persuasively.
April 12-13, 2011 (Des Moines), June 7-8, 2011 (Des Moines),
August 9-10, 2011 (Des Moines), October 11-12, 2011 (Des Moines),
November 15-16, 2011 (Des Moines)

[Beyond Compromise: A Better Way To Negotiate](#)

A 2-day workshop on negotiating win/win solutions.
July 20-21, 2011 (Des Moines)

[Click here to register for a public workshop](#)

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Online Resources

Join Tero's Online Community

Leverage the power of social networking for instant communication, immediate updates and access to relevant information. Follow Tero on Twitter, Like Tero on Facebook, Read Tero's weekly Blog or Subscribe to Tero's You Tube Channel.



Graduates Only

Are you a graduate of a Tero workshop? The Graduate's Only section on the Tero website provides useful resources and activities to support and reinforce your learning.

[Click here](#) if you are a Tero graduate to gain access to this exclusive area of the Tero website. Simply enter your full name and email address to gain access.

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Inspiration - Things to Think About

When a question is perplexing, many of us resort to Google or other search engines. Technology has made it possible to obtain information in seconds, on the other hand, some believe it has also made people too complacent.

The number one benefit of information technology is that it empowers people to do what they want to do. It lets people be creative. It lets people be productive. It lets people learn things they didn't think they could learn before, and so in a sense it is all about potential.

- Steve Ballmer

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