



# Heads Up!

newsletter  
*"Winning at business is a team sport!"*

June '09

[pitchgraphics.com](http://pitchgraphics.com)  
 678-938-6250



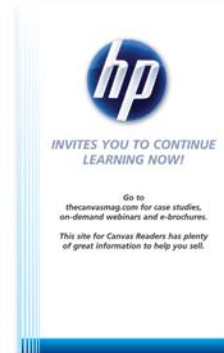
## From the Dugout

Lying on the sofa, exhausted, staring at the ceiling after a day of demolition and deck rebuilding with my youngest son, I was reminded how fortunate I am to be able to make a living doing what I love. Whether it's swinging a hammer or flicking a paintbrush, for true happiness, find your passion and then figure out how to make money doing it.

Til next time, Keith

**Hot Box:** Check out these cool URL's  
<http://www.youtube.com/watch?v=piuoGb-Nhfw>

## Client Spotlight:



**Take stock and assess your situation.**

- In the past, who was the majority of business?
- If you were profitable, why?
- What percentage of total volume of business did you see in the past?
- What percentage are you getting now?
- If your customer is struggling, how does this impact the way they do business?
- How do you compare to competitors in terms of capabilities, financial stability and service?

**Relationships are important in good times. They're critical when selling in a buyer's market because people buy from people.**

**Take stock and assess the relationship.**

- How well do you know the buyer? Do you know about their family? What are their hobbies and interests? Where did they grow up? Where did they attend school? Where do they use Memorial Day years from home?
- Do you know the buyer's boss?
- How high up in the organization could you get? Could you get an appointment with the CEO, CFO, CMO or COO?
- Are you known face with the buyer or a regular hand? Do you only see heavily on email?



FIRST TIME WINNER  
 UNITED STATES

**Michael Green**  
 Southeast Region

- +2.9% over target
- 26% Growth in Healthy Wear and Double Digit Total Lens growth of +11%
- Flipped several large Vistakon accounts in the territory
- An avid Notre Dame fan, and a youth soccer coach

**David Higdon**  
 Southeast Region

- +4.0% over target
- Double Digit Growth with +12% and 27% Growth in Healthy Wear
- Tennessee football fan and father of two under age four

FIRST TIME WINNER  
 UNITED STATES

**Michelle Kelly**  
 Southeast Region

- +1.4% over target
- One of only two regions over budget, top overall growth in U.S.
- Jim, Kieren and Morgan will be so proud of Mommy

**Sheila Ladd**  
 Mid-Central Region

- +5.0% over target
- 2008 territory growth of \$170k
- Enjoys spending all her free time with two children, Crighton and J.T.



CIBA VISION, Thought Transformation and Zenith Design Group kept us busy last month, not to mention some unwanted computer problems. Grrrr.

## Seventh Inning Stretch

United as Americans  
 iStock file #7345196  
 iStockphoto.com



## Extra Innings!

If we can help with any of your current projects, give us a call and if you know someone who could benefit from our services, please mention Pitch Graphics.

## Cheers from the Crowd!

*"As an indispensable member of the Zenith creative team we rely on Keith for his illustrations, collaboration and unique perspectives. He is always professional and courteous, and never misses a deadline."*

Kristi Wood and Angela Bowden

**World Series** What Chicago Cub was caught stealing 9 times in four World Series games?

**Trivia:** Last month's answer:  
 Freddie Linstrom, 18 years, 10 months, 13 days, 1924