

ROCK YOUR AUDIENCE!



with Rocky Romanella

In This Issue

- [Leadership Training - A Strategic Investment](#): In this issue we discuss **High Performance Selling**.
- [Keynote speaking](#): Thoughts from the most recent events and upcoming events.
- [Be The Best In The Industry](#): Rocky Romanella, Sr. Partner at 3SIXTY, shares valuable information on Balanced Leadership.
- [Updated Website](#): The 3SIXTY site has been completely redesigned to allow for easier access to all of our resources. [Visit the site](#) today
- [New podcasts](#): With over 100 podcast, live radio, internet radio and TV interviews during the past, Rocky is one of the most sought-after Keynote Speakers, and a great guest. His most recent interviews can be found in the [PODCAST LIBRARY](#) on the 3SIXTYMANAGEMENTSERVICES web site.
- [Coaches Corner](#): Wisdom from some of the greatest coaches.
- [The Video Library](#): This is a great place to start your research.
- [Tighten The Lugnuts](#): A game-changing book that continues to receive 5-Star reviews.
- [Free Assessment](#): Our business assessment is an objective look at your business, designed to provide you with a clear picture of: **Where** your business is today; **What** will help you get to where you want to be tomorrow; **What** might hinder or impede your progress, and; **What** specific actions can be taken to address all these issues.

Main Story: Leadership Training - A Strategic Investment



[Leadership Training - A Strategic Investment](#)

The goal of Leadership Training is to learn how to motivate and develop your team to optimize outcomes. Utilizing a Balanced Leadership approach can make that happen. The context of our training program includes a road map in five key areas. In this segment we will explore the fifth of these key areas.

Key Area Five - High Performance Selling

The objective of the High Performance Selling Program offered by 3SIXTY is to advance the skill sets of representatives by repositioning their status with prospects and clients from a posture of fulfilling, or taking orders, to that of a trusted advisor providing business solutions and supporting the client's strategy and tactics.

The context of our training program includes a Sales Learning Roadmap focusing on six key areas:

Shifting "sales objectives" from taking orders and reacting to a need to adding value and building business solutions.

Achieving trusted advisor status includes developing "sales knowledge", which includes not only product knowledge but also business knowledge and most importantly, customer knowledge.

Developing "communications skills" from reacting and recommending to educating, facilitating and leading.

Improving "sales management" skills from managing an account to managing the business opportunities of the client.

Evolving the "customer relationship" from transactional sales and vendor supplier of choice to long-term business partnering.

Transitioning the sales "success profile" from getting orders and growing the account to influencing measurable results and impacts on the client's business.

In upcoming newsletters we will cover more of the concepts that form an integral part of a Balanced Leadership approach:

Stay tuned.

I am very interested and am sure you have your own thoughts that you would like to share. Please email me with your ideas about any of the items above at rockyromanella@gmail.com.

Call today and schedule your free training assessment: 610-322-0720.

Special Gift For Responders

As a thank you, the email addresses of those who respond will be entered in a drawing to receive a free signed paperback copy of ***Tighten the Lug Nuts - The Principles of Balanced Leadership***. Three names will be drawn and I will contact the winners via email.

[Learn More](#)



[Upcoming Events](#)

Keynote Speaker: Richmond Logistics & Supply Chain Forum: Ritz-Carlton Dove Mountain, Tucson AZ. November 3 through November 5, 2009

Our topic and conversation will center on the following:

Making Informed Operational Decisions with your Three Key Constituents in Mind Through Balanced Leadership.

As one of the architects of UPS's entry into supply chain and logistics, we will speak about how senior-level leaders of logistics and supply chain management can create a performance-driven organization that operates more efficiently and effectively by applying the principles of Balanced Leadership. Operational leaders can help people at all levels of an organization see the bigger picture and promote moral and ethical behavior through their leadership examples. The Balanced Leadership approach takes into consideration three key constituents - customers, people and shareholders - who must always be represented in the decision-making process.

A comprehensive supply chain, utilized properly, can be a strategic and competitive advantage. In today's competitive environment it is being taxed by multiple internal and external factors on a daily, hourly and sometimes minute-by-minute basis. As a leader, it is critical that your decisions are timely and informed decisions that will have a positive impact on your customers, employees, stakeholders, vendors, and the organization as a whole. Approaching your role with the understanding that your people are your greatest asset and will differentiate your company from the competition in today's highly competitive business environment will be an essential ingredient to your success. You will understand the value of having the best, the brightest, most informed and best educated people in the industry as part of your team.

A balanced leader with a high level of emotional intelligence requires another level of skill that goes beyond education, job experience, and technical know-how. Active listening, building strong relationships and taking responsibility all contribute to what it takes to be a successful operational leader in today's ever-changing business environment. With a complete, robust and articulated vision, strategy, training and communications plan, you will accomplish your goals and objectives through walking the talk and your daily actions.

Book Rocky Now



[BE THE BEST IN THE INDUSTRY](#)

It's my experience that the best leaders thoughtfully manage their business based on the principles of Balanced Leadership. This is where we, as leaders, walk the talk. Where we:

Think like a customer by approaching each challenge as a true solutions provider. By watching you, your people need to embrace this concept so your people think like a customer in all they do. They consider the business from the eyes of the customer and this guides their decisions and actions.

Feel like a valuable contributor by knowing your work and your team's work matters and never compromising on safety. When you feel valued, you are empowered. You make smart decisions. By doing so, you create an uncompromising culture of integrity, honesty, respect and service.

Act like an owner by understanding the business and your role in what leads to success. When you consider this business as if it's your own, you pay careful attention to all of the above – your customers and people – and more.

I believe in the Balanced Leadership philosophy along with eight drivers of success that are relative to all businesses. I called them the Big 8. These are the key drivers of success that can become the roadmap of success for a business. [READ MORE.](#)

Book Rocky Now

Your next motivational keynote speaker



Book keynote speaker for conferences



Watch Rocky speak



Tighten The Lug Nuts: The Principles of Balanced Leadership

[Updated 3SIXTY Website Provides For A Better Experience](#)

We are proud to announce that the 3SIXTY Management Services website has been completely redesigned. We hope to make the wealth of information available on the site easier to navigate and provide better access to the free resources available from 3SIXTY. The newly updated sections include, but are not limited to:

Training - The 3SIXTY business leadership training team brings decades of experience in our partnership with you to tailor comprehensive leadership development curriculums for your people and train them on skills that will transform your organization.

Video Library - A huge collection of videos that can serve as a reference library on Balanced Leadership, Legacy, customer service and more.

Podcasts - With over 100 podcast interviews, live radio, internet radio and TV interviews during the past year, Rocky is one of the most sought-after guests. This section presents innovative ideas and strategic information on a wide variety of topics.

Five-Star Business Leadership Book - Few business books speak clearly to the key points necessary in becoming a leader. Our new release, *Tighten the Lug Nuts: The Principles of Balanced Leadership*, is quick to offer a new, innovative approach to leading your company to success.

Consulting - At 3Sixty we add immediate value through our Business Process consulting approach, assessment and implementation model. We are external consultants "in name only" as we take great pride and time to learn your business from a cultural, value and mission perspective. We analyze your business like it is our business. We will design the processes and systems that will take your business to the next level today and tomorrow.

Once our analysis is complete, we will make recommendations to improve these processes and practices with an eye to improving overall efficiency. The team at 3Sixty will be involved in designing, implementation, communication, accountability and follow up. We are all in!

Coaches Corner - a series of articles and posts that cover how to create the perfect meeting, how to create a leadership legacy and much more.

Leadership Team - The 3SIXTY Team members are career leaders with practical experience and business results. The Balanced Leadership Model(TM) created by Senior Partner Rocky Romanella, and our ability to bring passion, process, leadership development and training expertise, produces fast results for clients.

Visit The Site

[New Podcast: Be A Force](#) **Podcast With Melissa Lopez**

Rocky appears on the Be Squared podcast with Melissa Lopez and gives advice on how to be the most effective manager at work and home. Tune in to find out how to "tighten the lug nuts" in your life from his book *Tighten the Lug Nuts: The Principles of Balanced Leadership*

Episode 47



1Day1Hack: How To Be A Better Leader

While there are many leaders, only a few of them are successful. Are you on the leadership track? If so, tune in to find out if you have what it takes to be a successful leader and discover the truth about being a leader.

Episode 48

The Mark Struczewski Podcast

Rocky joins Mark 'Ski' Struczewski, Productivity Expert and Trainer, on the Mark Struczewski podcast. In this episode, they talked about consistency, tightening the lug nuts, nice to do versus need to have and how doing nothing is not an option.

Episode 49



Listen To The Podcasts



Your Next Conference,
Your Next Motivational
Speaker, Your Next Topic

To achieve success, you will need to embrace the Balanced Leadership philosophy along with the goals and objectives through walking the talk and your daily actions. Your success will be measured by the degree to which everyone in your organization at every level begins to understand, embrace, emulate, and execute the vision and strategy.

Book Rocky Now



[Coach's Corner](#) -
Exclusive never-seen
before interview with
UCLA Coach John
Wooden

In every newsletter I include a quote from UCLA Coach John Wooden, whom I had the great pleasure to interview while I was a leader at UPS. Coach often said, **“Ability may get you to the top, but it takes character to keep you there.”** Click below to view the full interview.



If you play a coaching role (and we all do), please look at the unique and exclusive interview with legendary Coach John Wooden on our website. Coach Wooden was a supporter of the Jimmy V Foundation and in memory of Coach Valvano, who passed away, April 28, 1993, we are remembering Coach Valvano and his fight by donating one dollar to the Jimmy V Fund to find the cure for each copy of *Tighten The Lug Nuts* sold.



Coach Valvano is remembered for being many things: a player, a coach, a broadcaster, a brother, husband and a father. But above all he was an inspiration. And when he was diagnosed with cancer at 46, he never gave up. Thank you in advance for your generous support and enjoy the book.



Visit The Coach's Corner



The Video Library is Here
(And, You Don't Need a Library Card)

Time is of the essence for all of us. We are overloaded with information – so much so that we simply cannot digest it all. For this reason, [I am very excited to announce our new video library.](#)

Here you can explore important concepts in mere minutes. Short on ideas for your next meeting? There are loads of ideas here. Need a quick video for your next gathering? Looking for a keynote speaker or advisor? You might find just what you are looking for here. New videos are added regularly, so be sure to check back soon.

Take a moment and check out our [new commercial](#) for *Tighten The Lug Nuts* entitled *Become A Better Leader*.

Visit The Video Library

What Others Are Saying . . .

"Rocky Romanella brings real lessons for leadership from decades of management practice. Practical lessons in values, roles, problems, energy, and legacy are delivered in context of real-world experience - but with lessons directly accessible to the reader. A different, and worthy read."

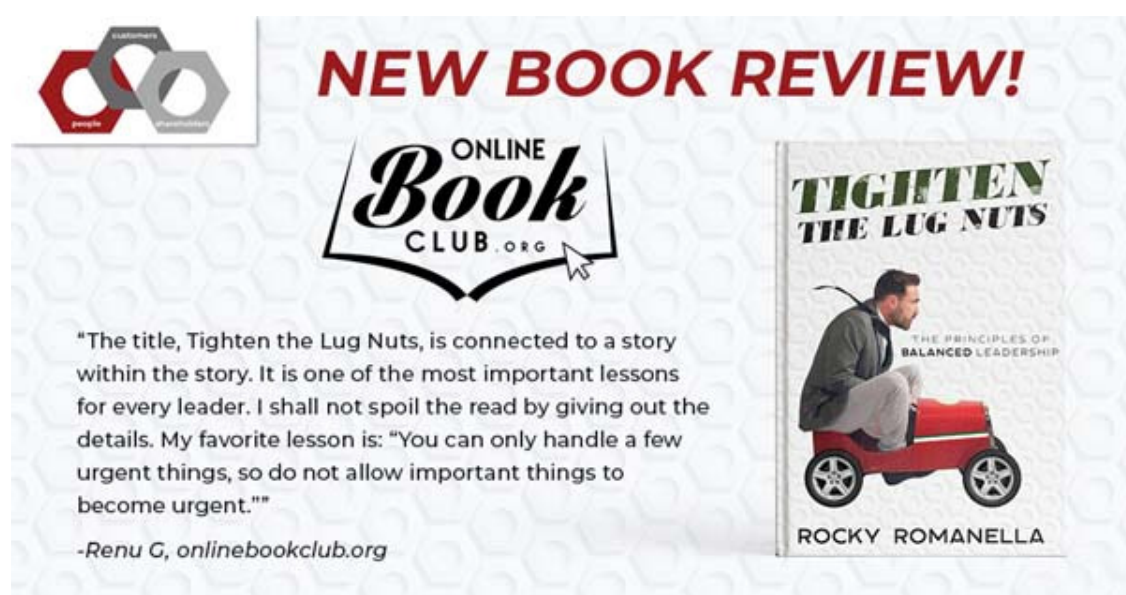
Benn Konsynski, Ph.D, Emory University, George S. Craft Distinguished University Professor of Information Systems and Operations Management

"Rocky was an inspiration to our Carnegie Business Collaborative (CBC) networking members. He was motivating, informative and fun and gave us real life examples on his balance leadership experiences. We all went back to our office's better leaders today because of him. I am thrilled and honored to have had Rocky at our networking meeting and the entire group felt the same. And 'The Lugnuts' were flying outta there. I urge you to get your copy."

Christopher Kuhn, President & CEO, ELO Consulting, LLC, CBC Networking Group Member

Even Google likes us. We are ranked at #5 for *Motivational Keynote Speaker 2019*, #6 for *2019 Motivational Keynote Speakers* and #5 for *Best 2019 Motivational Keynote Speakers*.

[Read More](#)



[If you read only one business book this year, this is the one.](#)

Few business books offer new, innovative approaches to leading companies to success. Fewer still speak clearly to the key points necessary to become an effective leader. Only a miniscule number of books could be called a "game changer". *Tighten The Lug Nuts* is all of that and more.

Rocky uses his over 40 years of experience in his CEO and Director roles, to explore the ways a true leader can add value as a trusted advisor, mentor, and visionary who uses a process approach to lead the organization and its people to new levels of success. Whether you are a seasoned leader or are taking the first steps to becoming an effective leader, this is one of those books you will refer to over and over again.

[Get Your Copy](#)

[FREE ASSESSMENT](#)

Help your team become more effective and take on bigger and more significant challenges. The 3SIXTY business leadership training team brings decades of experience in our partnership with you to tailor comprehensive leadership development curriculum for your team members and train them on skills that will transform your organization.

[Read More](#)

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