

THE SOUNDING BOARD

CANDOR
CONSULTING

March 2017

VIDEO – Is It the New Voice?



You probably have noticed your video consumption habits have changed over the past year or so. Video has become table stakes for brands and media companies to spread their messaging—and with Facebook live videos, Instagram stories and Snapchat messages being all the rage—I have started to embrace people’s comfort with video content by adding it to my arsenal of communication tools.

I recently filmed video segments for the new CANDOR website. Through this process, I realized that these videos give people better insight into the product or process than a succinct list of offerings or data can. People can see who I am, understand what I am saying and get an indication if working with me would benefit them. **[Check out the videos](#) on the site to see what I am talking about... and kudos to Pat Taggart of [Tag Visual](#) who produced these for us.**

Since creating those videos, I have been playing around with video for other means and I have found success communicating with clients in this new way.

So, the next time you want to recognize your team or convey a message to someone that has urgency, put your phone on video and record yourself with the message instead of text or email.

Regards,
Tish



Is Talent a Strategy?

Absolutely! At CANDOR, we believe talent is a product... and one of the most important products to drive overall company success. Think of how you treat your top-selling products—adhering to a product plan for growth and development, product evaluations for assessment and metrics and branding. Your people should be given at least the same attention and intention, if not more.

If you don’t have a talent strategy in place, the timing is perfect to get started, taking advantage of the natural reset that comes with the new year.

At CANDOR, we spend all our time looking for opportunities to improve operations and processes, visualizing what is required to up our game, and making sure our strategies align with our clients’ needs. But, time and time again, we see that many organizations fail to consider their strategy for their people. To assess if you have a talent strategy, answer the following:

- Do you know how to identify talent?
- Do you have a solid and scalable plan to attract and recruit talent?
- Is there a developed onboarding program for new talent?
- What is your **Roadmap** to retain and continue to develop talent?

Failing to create a talent strategy leads to inconsistent results across your company. CANDOR reminds you to be intentional with your people strategy because that is the biggest differentiator you will have against your competitor. If you need some guidance as you work to create yours, CANDOR can help.

Concepts in Motion: Navigating Successful Sales

Do you feel that your sales team knows where they are going and the most efficient way to get there? Are they all going to the same route? **CANDOR’s Selling with Style** sales program is the GPS that helps your sales team get where they want to go, and helps to troubleshoot if they find themselves off-course. The program includes:

1. The way to close more deals, effectively and efficiently
2. Warnings signals for dead end deals
3. Customized routes to produce personalized sales pitches for individual clients based on what will resonate in each selling situation

“CANDOR was instrumental in reviving and drastically improving our sales process, skill level and effectiveness.”

~ Kerry Gumas CEO, Questex

CANDOR recently implemented the program with Questex, a leading global business information company focused on demand creation. [Check out the case study](#) and see how your sales team can benefit from the tools and strategies taught in this program

For more information about how CANDOR’s Selling with Style program and Talent Management Strategy planning can help you and your business, contact us today.

Contact CANDOR