

Business Journal

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Exposing Advertisers For The Second Quarter 2007

Montenor is giving their clients

THE EUROPEAN EXPOSURE

Our **TOP** story

Do you have what it takes?



What does it take to become a successful business person? Is it possible for anyone to be successful? Before we get to the answer, let me ask you a question. Can anyone become a successful medical doctor? To become a doctor, there are several very important factors that have to be given a lot of careful thought and consideration.

First, you have to be interested in the field of medicine. Then develop a passion for this profession - find out all you can, do plenty of research and get professional advice.

Once you have made your firm decision, you have to go to medical school and learn from the work of those who have researched, developed and established the field of medicine through trial and error. When you graduate from medical school, you have another very important decision to make. Are you going to specialize in any particular field of medicine like cardiology, gynaecology, anaesthesiology or any other particular area of medicine.

If you decide to specialize, you will have to go back to school and qualify in your chosen field.

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Where's the energy in your company?

Ever wonder what really makes your company thrive? It's viability comes from energy centers. These centers that...

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Bygger hus på én dag

Har du hastverk med å flytte? Byggefirmaet Holz100 Norge bygger boliger i massivt tre, uten bruk av verken spiker eller lim. Veggelementene produseres i Brskereidfoss og...

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Tidningarna skriver just nu för fullt om hur e-handeln vinner marknadsandelar gentemot traditionell detaljhandel.

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NewsFLASH

Montenor is now in process of launching the european venture to broaden the exposure of our web portals and further increase the rate from the approx 250 000 hits we have had in the last 12 months.

In this drive we are placing ads in various european newspapers, magazines and websites. These ads will be presented on ETF's web pages as they are published.

As well as the european venture we are developing a massive search engine, in which our users will be able to search for companies, products, services or interesting articles. All our customers will be participating in this search engine, no matter if the banner-period has expired. This is done to further enhance the usage of our products and to make them even more user-friendly.

These measures are planned to be finished in the 2:nd quarter of 2007 and are intended to bring our customers feedback in the line of expanded users of our portals, thereby increasing the value of our services.

Ofcourse our current services are still in process, such as search engine optimizing of our websites using the extensive services of Eurovator AB, marketing of our web based products by phone presentation to more than 120 000 companies around Scandinavia every year provided by our cooperation partners Let's Talk Group Ltd and World Wide Telemarketing Services Corp Ltd.

This brochure you are reading now is yet another tool for intensifying our visit rate. This brochure/newsletter will be distributed by conventional mail and e-mail as well as being available on the fairs and seminars that Let's Talk Group Ltd are managing.

Related links:

<http://www.eurotradedeforum.com>
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Do you have what it takes?

...from cover

After you graduate, you will have to serve an internship either at a hospital or with a specialist in your field who might decide to take you under his or her wing and give you some hands on practical experience under supervision. Then you will be ready to venture out on your own. You can set up your own office or join a group of doctors who work from one office. Some doctors, after graduating from medical college and having served an internship, decide to go into general practice. General practitioners, who usually act as "Family Doctors" examine patients and refer them to specialists to deal with a particular medical problem.

Have any doctor who has gone through all the education, training, internship etc. failing in this profession. There are those who might change course. For example, a general practitioner might decide to go into research. But doctors never fail to be doctors unless they give up or retire. Doctors take their profession very seriously and succeed always. There is no such thing as failure in the medical profession.

So can anyone become a successful medical doctor? The answer is of course Yes! Anyone who really wants to can become a successful medical doctor. Or at least anyone who really wants to. Let us get back to the original question if anyone become a successful business

person? The answer is of course yes! Anyone who really wants to.

To become a successful business person, you will have to make several important choices. Choices like what type of business do you want to get into, are you passionate about the field you have chosen, are you willing to devote enough time and energy to your business, are you prepared to do whatever it takes to succeed and finally are you willing to stick to it till you succeed? Then you have to research your field of interest, educate yourself, get the proper training, lay the foundation and work at it consistently. If you do everything properly, success is inevitable. Ask any successful business person and he or she will tell you what they had to go through to achieve success.

Anyone who really wants to, can become a successful business person and make a living or even become very rich. Lots of people who have followed the correct path have succeeded in business and are continuing to do so. Everyone wants to succeed but few are willing to pay the price.

Just remember that there is no "Easy way" to make money in any business. Passion, dedication, knowledge, education, hard work are all necessary ingredients. Once you get started and get some experience under your belt, things will become easier and easier.

More info: www.companiesandtrade.com

Where is the energy in your company?

Ever wonder what really makes your company thrive? It's viability comes from energy centers. These centers that operate silently are the sources of success, creativity, productivity, and satisfaction, as well as their counterparts.

Knowing about the energy centers can positively impact the productivity and profitability of your company and the satisfaction of your employees, customers, and shareholders. Let's look at the seven energy centers, what depletes them, and what you can do to revitalize them. The first energy center, Company Culture, is the foundation of the company. Within this center are the history, traditions, core values, unspoken expectations and unwritten rules about how employees behave. A major event or series of events is usually required to change the culture which is painstakingly difficult. This center's energy is depleted when there is a strong attachment to the past, an unwillingness to change, and fear of the unknown.

To revitalize the energy, continue to hire people with new ideas. Encourage creativity. Take what's valuable from your roots. Create new traditions. Validate your core values.

The second energy center - Relationships, is created through every relationship - those with co-workers, managers, executives, vendors, customers, and shareholders. Each employee brings their own energy into the company. The quality of relationships is reflected in productivity, profitability, employee morale, customer satisfaction, and shareholder pleasure. This center's energy is depleted when there are unresolved conflicts, resentments, unspoken communication, lack of respect, and lack of teamwork. To revitalize the energy, verify that employees have the skills, tools, and opportunities they need to nurture their relationships. Expect them to resolve conflicts. Encourage open communication and conscious cooperation.

The third energy center - Power, is executive and management authority and influential, natural leaders. Influential power is most often more potent than positional power. This center's energy is depleted when power is misused through hidden agendas...

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Bygger hus på én dag

Har du hastverk med å flytte? Byggefirmaet Holz100 Norge bygger boliger i massivt tre, uten bruk av verken spiker eller lim. Veggelementene produseres i Braskereidfoss og monteres sammen på tomten din. Alt på én dag om du vil.

– Byggematerialet er krysslagte trebord som stiftes sammen med treplugger. Dette er det mest moderne byggematerialet som finnes, både med tanke på miljøvennlighet og inneklima. Oppfinnelsen er fra Østerrike, og vi er

de eneste i Norden som produserer slike boliger, sier Tim Knackstedt i Holz100 Norge.

For allergikere

Det brukes verken lim eller plast i boligene, noe som gjør dem velegnet for allergikere.

– Husene består kun av naturlige råvarer som puster godt. Inneklimaet blir friskt, og treveggene holdes helt frie for muggsopp, fukt og råteskader, sier Knackstedt.

Faren for byggeskader og feil reduseres ved at veggelementene produseres i fabrikk...

Les mer: www.nordicexpo.net

Saknas kundfokus i svensk e-handel?

Tidningarna skriver just nu för fullt om hur e-handeln vinner marknadsandelar gentemot traditionell detaljhandel. Enligt Handelns Utredningsinstitut (HUI) har den svenska e-handeln ökat markant från år till år.

HUI noterar att den tidigare ökningstakten kommer att hålla i sig. Viktigt att notera är även att HUI:s siffror endast avser detaljhandel och inkluderar exempelvis inte resor och biljetter till konserter, bio och evenemang.

De stora e-handelsföretagen ser en stor tillväxt i sin försäljning via e-handel, och har börjat nå acceptans hos den breda massan. Påverkande faktorer som pålitlighet, korta leveranstider och lägre kostnader diskuteras ofta. Men att lägga mer fokus på själva kundgruppen kan även det leda till positiva resultat.

De flesta företagen hade inte kommit så långt i arbetet med användbarhet, med undantag för några få tillfrågade som verkade ha en tydligare förståelse för vikten av dessa frågor...

Fortsätt att läsa på www.nordicexpo.net

Gain timely access – be successful

While volumes have already been written about prospecting, I hope this article presents the issue of gaining access to decision-makers in a new light for you. Despite you may have heard before, prospecting is an absolute waste of time. As shocking as this sounds, you have to keep in mind that your salespeople make money only when they're in front of qualified decision-makers selling your company's solutions.

For a long time, prospecting has become a time-honored approach to gaining access to decision-makers. Prospecting turns out to be a waste of time, however, because the sales day is finite. Your salespeople have only eight hours a day to prospect for new business while, at the same time, trying to serve their current customers.

A more accurate description of prospecting would be searching for someone to sell to. Unfortunately, most companies don't start prospecting until sales are low and business is down. A more effective way of gaining access to new business would be a constant effort to establish relationships with all potential and desirable customers in all markets – all the time, even when business is good.

Another reason prospecting could be considered a waste of time is the low re-

turn on the time and effort invested in prospecting. No matter how much time your executives spend chasing down sales leads and making cold calls, they know their odds of actually getting through to somebody are slim, at best.

A better way to get the attention of potential customers is to use a combination of permission marketing, database management, and tele-contacting activity.

Note that I refer to the activity of using the phone to develop new business as tele-contacting, not telemarketing. Telemarketing is another approach to business development that produces neither consistent nor predictable results. Tele-contacting, on the other hand, is the method of qualifying prospective customers by compiling a detailed profile of their company and its current...

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