

# EMPLOYEE ASSISTANCE REPORT

Volume 15, No. 5  
May 2012



supporting EAP professionals

## Social Media Marketing for EAPs

By Marina London, LCSW, CEAP

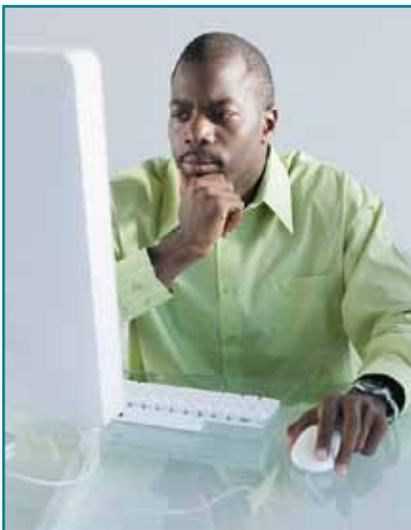
At a conference in 2010, Eric Schmidt, then CEO of Google, stated: “Every two days, we create as much information as we did from the dawn of civilization up until 2003.”

Jeff Bulla, a social media expert from Australia, recently pointed out that we are in the midst of an “information tsunami.” To prove his point, he cited the following statistics:

- In 2011 more than 7 trillion text messages were sent.

Every day:

- More than 300 billion emails are exchanged.
- YouTube receives 3 billion views. (There are 48 hours of videos uploaded to YouTube every minute.)



- 250 million photos are uploaded to Facebook.
- 200 million tweets are tweeted.

As a result, it comes as no surprise that many employee assistance professionals feel they are drowning in social media and unsure how best to utilize it to their own professional benefit.

How does *your* employee assistance message get heard? It’s easy – follow these nine simple rules and create some great social media content:

❖ **Your EAP should have an app.** According to research, the number of people accessing the mobile Internet is growing fast. Estimates indicate at the end of 2009 nearly 530 million users browsed the mobile Web on their smartphones. There were about 5.3 billion mobile phone subscriptions at the end of 2010, which equates to 77% of the world population. This will increase to over 1 billion by 2015.

This means that every EAP should think about creating a mobile app for iPhone, iPad, Rim, Android, etc. *If you do just one thing in 2012, this is it.* To the best of my knowledge, Morneau Shepell, a Canadian company, was one of the first, if not the first EAP to launch an app, “My

EAP” in May 2011 – and he has been improving it ever since.

The app delivers interactive tools, support resources and access to EA services via mobile devices to provide easy and effective access for busy clients on the go. The app is available at no cost via the App Store and BlackBerry App World. You can download it in a matter of seconds onto your mobile device via either of the following links:

*continued on Page 2*

### FEATURED INSIDE

- ▶ There’s an App for Everybody
- ▶ Small Tips can = BIG Savings
- ▶ The Employee’s Bill of Emotional Rights
- ▶ 40 Years Later, Mental Illness Remains a Mystery
- ▶ Overcoming Work-related Phobias
- ▶ EAP is Key in Curbing Health Care Costs – Part II
- ▶ Coping with a Pessimist
- ▶ Resources
- ▶ Presentation Skills that Result in Action

### INSERTS

- ▶ *Brown Bagger*: E-Therapy Playing Emerging Role as EAP Resource
- ▶ *Payroll Stuffers*
- ▶ *LifestyleTIPS®*

## There's an App for Everybody

Mental health professionals are among the slowest adopters of smartphones and other cutting-edge technologies like the iPad. As recently as four years ago, I recall attending a large clinical conference (over 1,000 attendees) and exactly one person had an iPhone.

This is changing, and that's a good thing because smartphone and iPad apps are among the most useful resources for professionals and their clients.

Once clinicians have purchased their Droid or iPhone, they are often slow to download work relevant apps. This is not surprising given the fact that there are around 150,000 apps in the iPhone App Store alone – with some 10,000 apps being added each month.

One psychotherapy relevant app is Panic Control, developed by Dr. Laurie Richer, a psychiatry professor at the University of California, San Francisco. Her goal was to provide cognitive behavioral techniques proven to help reduce the symptoms of panic attack.

*“The Panic Control App serves to immediately remind sufferers of the medical and psychiatric facts about panic attacks and help alleviate some of their worst fears. It then provides guided instructions on how to relax ... and reframe thoughts via psychologically insightful mantras.”*

So now you know about this app and can assign it to your anxiety-ridden client. What about meeting the needs of your other patients? Certainly you could spend the time combing through apps yourself and downloading them to check out their quality and relevance.

Or you could access “meta-apps”, “apps of apps” or “Apps for All.” The latter identifies the best mental health and wellness-related apps and groups them into categories for easy access and use.

Panic Control is one of the 25 apps recommended in the “relaxation” category. So, what are you waiting for? ■

— Marina London

## EMPLOYEE ASSISTANCE REPORT

Editor - Mike Jacquart  
Publisher - Scott Kolpien  
Designer - Laura J. Miller  
Circulation - Matt Deets

COPYRIGHT © Impact Publications, Inc. 2012. *Employee Assistance Report* (ISSN 1097-6221) is published monthly by Impact Publications, Inc., P.O. Box 322, Waupaca, WI 54981-9502, Phone: 715-258-2448, Fax: 715-258-9048, e-mail: [info@impacttrainingcenter.net](mailto:info@impacttrainingcenter.net). POSTMASTER: Send address corrections to *Employee Assistance Report*, P.O. Box 322, Waupaca, WI 54981-9502. No part of this newsletter may be reproduced in any form or by any means without written permission from the publisher, except for the inclusion of brief quotations in a review which must credit *Employee Assistance Report* as the source, and include the publisher's phone number, address, and subscription rate. Yearly subscription rate is \$229.00. Material accepted for publication is subject to such revision as is necessary in our discretion to meet the requirements of the publication. The information presented in *EAR* is from many sources for which there can be no warranty or responsibility as to accuracy, originality or completeness. The publication is sold with the understanding that the publisher is not engaged in rendering product endorsements or providing instructions as a substitute for appropriate training by qualified sources. Therefore, *EAR* and Impact Publications, Inc. will not assume responsibility for any actions arising from any information published in *EAR*. We invite constructive criticism and welcome any report of inferior information so that corrective action may be taken.

### Social Media... cont'd from Page 1

<http://itunes.apple.com/us/app/myeap/id436292883?mt=8&ls=1>

or

<http://appworld.blackberry.com/webstore/content/43853?lang=en>

The landing page of My EAP is beautiful in its simplicity. There are exactly four options to click: work, life, health, EAP Services, plus an 800 number for emergencies. If you think it is difficult or expensive to develop an app, think again. Two websites: <http://www.appmakr.com> and <http://www.shoutem.com> allow users to create an app without even knowing how to code.

❖ **Get focused.** Who are you speaking to? Are you an external EAP trying to add corporate clients? Or are you an internal program trying to prove you are essential and cost effective? Either way, you must provide content that communicates with your clients and prospects in a language they understand and which is meaningful to them. This concept reminds me of the time, years ago, when I tried to sell an EAP to a big box store chain. Accompanied by my EAP's CEO, and our senior marketing executive, I found myself presenting to the chain's Senior

Vice President of Benefits and Human Resources. He was a humorless, number crunching guy with an accounting background, and was entirely focused on the bottom line.

And what were we stressing in our sales presentation? Among other people-oriented services, our ability to provide Critical Incident Stress Management. The VP interrupted me and coldly explained,

*continued on Page 2*

“We have over 300,000 employees. On average, one of our employees dies every week. When that happens, we replace them.” We weren’t speaking his language. And we did not get his business.

❖ **Create goals for your content.**

What are you trying to achieve – capture emails, get sales leads, nurture prospects or improve your visibility to search engines? Figure it out. One of the masters of content is Bill O’Hanlon. To learn from the best, I recommend getting a free subscription to his electronic newsletter and mailings. Check out his material at: <http://www.billohanlon.com>

❖ **Become a publisher.**

You no longer have to wait for your local printer to print off 10,000 marketing brochures and then mail them out. Now you can write a blog post, email it to your subscribers, tweet the link to your Twitter followers, and promote it on your Facebook. Even if you are not sure whether you are going to even use Twitter, I recommend you secure your Twitter name as soon as possible. Go to <http://twitter.com> and reserve it. If your EAP is called Joe’s EAP Inc., you should get [twitter.com/joeseap](http://twitter.com/joeseap). You can hang on to this address until you figure out what you are going to do with it.

❖ **Solve problems.** Write content that shows people how to fix the problems that are relevant to your industry and market. As an example, right now “wellness” is a hot topic. How is your EAP going to improve the health of your client company employees and increase their productivity? Will you write about this on your website? In a blog post? In a podcast?

❖ **Include calls to action.** Do you want your users to subscribe, renew, buy, and make an appointment or



## Editor’s Notebook

*What is the impact of technology on EAPs?*

That, of course, depends on the EAP, but in today’s society it’s having *some* sort of effect on your program. Marina London, web editor of the Employee Assistance Professionals Association (EAPA) examines the key role that social media *should* be making in marketing your EAP. Marina is one of the most tech-savvy people I’ve ever known, so it’s been my experience that following her advice can’t help but boost your particular services.

Additionally, some very knowledgeable people in the area of e-therapy; address this aspect of technology in this month’s *Brown Bagger*. They are: Mark Attridge, Reid Klion, and DeeAnna Merz

Nagel. DeeAnna, in particular, has probably *forgotten* more about technology’s impact on EAPs than I’ll ever know, so this advice should prove valuable as well... regardless of the exact role you need technology to play for your specific program.

To conclude, today’s growing number of technological tools remains potentially beneficial to readers, employees, and corporate clients alike. The questions are: *how* will you use them? – and, *when* should you use them? They are questions worth pondering, if you haven’t already. Until next time.

*Mike Jacquart*

Mike Jacquart, Editor  
(715) 258-2448

[mike.jacquart@impacttrainingcenter.net](mailto:mike.jacquart@impacttrainingcenter.net)

register? Don’t forget to include calls to action with your content.

❖ **Show what works.** Case studies that “show” how your EAP services are being used effectively is much better than simply “telling” them.

❖ **Publish everywhere.** Make your content ubiquitous – place it *everywhere* – from your blog or website to the outposts on Facebook, YouTube, Twitter, etc. where your potential and current clients hang out.

❖ **Use more than one medium.** Publish your content using the variety of formats and media types that your clients prefer to access. This may include videos, podcasts, photos, webinars, white papers, infographics and eBooks. There are at least four different generations in the workplace, and each of them has a preferred medium for communica-

tion. Boomers like emails, Gen Ys prefer Facebook and texting.

## Summary

Above all, don’t be intimidated by new media. If technology makes you anxious, don’t bury your head in the sand and hope that it will go away. Hire someone to do it for you, or if you are more adventurous, get someone to teach you and hold your hand while you learn. ■

*This article was inspired by Jeff Bulla’s blog post 10 Commandments of Social Media Content Marketing. 01/05/2012 <http://www.jeffbullas.com/2012/01/05/the-10-commandments-of-social-media-content-marketing>*

*Marina London is Manager of Web Services for the Employee Assistance Professionals Association and author of iWebU, (<http://iwebu.blogspot.com>), a blog about the Internet and social media for EA professionals who are challenged by new communications technologies. She previously served as an executive for several national EAP and managed mental health care firms. She can be reached at [m.london@eapassn.org](mailto:m.london@eapassn.org).*

# Small Tips can = BIG Savings

**\$ Watch credit card statements closely.** Additional fees and increasing interest rates have a way of creeping in. Prioritize any debt repayment you may have – pay the highest interest first.

**\$ Never make an impulse purchase of more than \$10.** Give yourself a cooling-off period to think about it.

**\$ Pay with cash.** Research shows we spend more when we use plastic. If you must use a card, use one with rewards – and even then only if you can pay it in full each month.

**\$ Pay bills on time.** This way, you will avoid costly late fees. ■

Source: Family Credit Management (www.familycredit.org).

Get \_\_\_\_\_

**Nationwide Exposure**  
for your agency or EAP —  
Contribute an article  
to **EAR!**

Contact: Mike Jacquart, Editor  
715-258-2448  
mike.jacquart@impacttrainingcenter.net

# The Employee's Bill of Emotional Rights

**A**ny employee has the right to:

- ❖ Insist on a reasonable workload and fair expectations;
- ❖ Put family obligations first when necessary;
- ❖ Refuse to do something that conflicts with your core principles;
- ❖ Receive fair compensation and pay increases for the work you perform;
- ❖ Refuse to be responsible for someone else's performances;
- ❖ Be kept informed about decisions that affect your job;
- ❖ Refuse to participate in office politics without fear of emotional or economic retaliation;

❖ Stand up and take action against harassment, threats, intimidation, discrimination, verbal abuse, or violations of confidentiality or trust;

❖ Performance expectations that are clear, consistent, rational, and honest;

❖ Adequate training;

❖ Insist that stated or implied promises and commitments be kept; and

❖ Move on if the job doesn't meet your needs.

The EA professional may wish to consider distributing this information to corporate clients. ■

Sources: Scott Barella and Craig Chalquist.

## Subscribe to EA Report Now!

YES! Please start \_\_\_\_\_ or renew \_\_\_\_\_ my subscription to *Employee Assistance Report*. If I'm not completely satisfied, I can cancel and receive a refund for the remaining portion of the subscription.

- 3 years (36 issues).....\$687.00
- 2 years (24 issues).....\$458.00
- 1 year (12 issues).....\$229.00

\_\_\_\_ Extra copies per month at \$2 each, \$24 per year (e.g., 5 extra copies per month for 1 yr. = \$120 per year). Add to above rates.

Foreign orders please add \$20 per year.

Name:.....  
 Title:.....  
 Organization:.....  
 Address:.....  
 City:.....  
 State or Province:.....  
 Zip Code:.....  
 Daytime Phone:.....

All payments must be made in U.S. funds or by check drawn on a U.S. bank.

Method of Payment:

- Organization's check
- Personal check
- Purchase order
- Bill me
- Charge my: MC  Visa Am. Express

Card #:.....

Expiration Date:.....

Signature:.....

Credit card orders may call 715-258-2448.  
 Mail to: EA Report, PO Box 322,  
 Waupaca, WI 54981

# 40 Years Later, Mental Illness Remains a Mystery

In the past 40 years, scientists have developed ways to immunize against more than a dozen life-threatening diseases. Yet, according to a special series in the *Milwaukee Journal-Sentinel*, we are no closer to identifying those with mental illness who are dangerous than in 1971, when schoolteacher Alberta Lessard won a groundbreaking legal case that prohibited states from forcing people into care.

That decision required a judge to find a person to be an imminent physical danger in order to compel treatment. It took the decision making away from families and doctors and put it in the hands of police officers and judges.

Without a precise way to measure dangerousness, people who

need care may slip through the system with tragic results like those at Virginia Tech and Tucson.

Shrouded in stigma and secrecy, illnesses that affect the brain long have been regarded as distinct from other health issues such as cancer and heart disease. Psychiatric hospitals are separate from other health facilities. Until recently, insurance rarely covered many mental health claims.

It's been only 30 years since the Diagnostic and Statistical Manual – a benchmark used by doctors to identify diseases and conditions – defined objective criteria for what constitutes a mental illness.

Without data to develop sound social policy, lawmakers have had to guess at where to draw the line between protecting the public and

safeguarding individual rights. That has created a fragmented system with a patchwork of approaches.

Even within a state, the way cases are handled can be determined by where a person lives.

When incidents such as Virginia Tech or Tucson happen, it reignites an entrenched debate about how best to approach the issue.

For more information, go to the Journal-Sentinel's home page at [www.jsonline.com](http://www.jsonline.com) and type "identifying, protecting people with mental illness" in the search field. ■

*Editor's note: May is Mental Health Awareness Month. This article originally appeared on the Impact blog. To subscribe (for free), visit <http://impactpublishing.wordpress.com>.*

# Overcoming Work-related Phobias

Few people truly love public speaking. So when anyone has to give a big presentation to one's boss and a room full of peers, it's normal to feel nervous, get a little sweaty and rejoice once the presentation is over. Yet for some, the idea of public speaking evokes such fear that it's debilitating and renders them unable to participate. That kind of anxiety may be considered a social phobia.

According to the National Institute of Mental Health, an estimated 5.3 million Americans suffer

from a social phobia, an overwhelming anxiety and self-consciousness in social settings. WebMD defines phobia as "a lasting and unreasonable fear caused by the presence or thought of a specific object or situation that usually poses little or no actual danger."

A phobia can be considered a disability if it limits a major life activity, says Scott Barer, a labor and employment law attorney. "For example, if the phobia rises to the level of, or causes, a mental disorder that limits a major life

activity, then the phobia could be considered a disability," he says. "In that situation, the employee has rights under the *Americans with Disabilities Act* and likely under similar state laws."

Psychologist Elizabeth Lombardo, Ph.D., author of "A Happy You: Your Ultimate Prescription for Happiness," shares three tips for EA professionals who count employees with social phobias among their clients:

---

*continued on Page 7*

# EAP is Key in Curbing Health Care Costs – Part II

Employee health costs have become the third-largest expenditure for U.S. businesses today, constituting a whopping 8% of total compensation. The best way for CEOs to deal with higher-cost risks, such as depression, is to promote wider utilization of EAPs that can provide early intervention to employees.

Yet most chief executive officers are curiously passive, failing to employ even the most basic management tools and market incentives to deal with the problem. There are seven things that CEOs can do. Several of them appeared last month – the remainder will be examined in part II of this two-part article.

❖ **Employ disease-management programs to target the costliest health risks.** Most employers assume that smokers have the highest claim costs, which is why Wal-Mart recently added a \$2,000-a-year surcharge to the premiums of employees who smoke. But their claims are only 15% to 20% higher than those of non-smokers. The claim costs of depressed employees, however, are a whopping 70% higher than those for non-depressed employees, according to the nonprofit Health Enhancement Research Organization, which studies the impact of modifiable behavior on employee health costs. Disease-management interventions are effective, but most focus only on physical health risks. The best way for CEOs to deal with higher-cost



risks, such as depression, is to promote wider utilization of employee assistance programs that can provide early intervention and counseling to employees.

❖ **Stop getting ripped off by pharmacy-benefit managers, or PBMs.** According to David Balto, a former policy director at the Federal Trade Commission, “There is no part of the health-care industry more egregious, harmful or rife with corruption than PBMs,” an industry whose profits have increased 400% in the past five years. Legal actions brought by multiple state attorneys general have resulted in \$370 million in fines for PBMs accused of deceptive trade practices and receiving manufacturer kickbacks that boost the cost of company-paid prescriptions. Use one of the new breed of transparent PBMs that provide health-plan members and administrators with drug price sheets and claims data to help them manage their prescription costs, or pick an insurer that does.

❖ **Join with other companies and providers to reduce costs.** The Employer Health Care

Alliance Cooperative of Wisconsin is an employer-owned cooperative that helps 160 member businesses manage health costs by bringing their collective bargaining power to the table when negotiating with insurers and health-care providers.

The natural-gas company Questar Corp. contracted with the University of Utah’s Neuropsychiatric Institute and its network of providers 11 years ago for all mental-health services for Questar’s 1,700 employees. Because the employer’s and provider’s incentives were aligned, Questar’s costs have stayed the same, even while health costs elsewhere have doubled.

❖ **Pay for results, not for services.** Walt Disney Co., American Express Co., Qualcomm Inc. and other companies are building onsite medical clinics and often paying their doctors bonuses for reducing employees’ health risks. This gets results.

As Warren Buffett told CNBC in March 2010, “Insurance is not the problem. The problem is incentives.” He added, “We’ve got payment for procedures and not payment for results.”

It’s up to CEOs to make this happen. ■

*Sources: Bloomberg View; Darrell Moon, CEO of Orriant, a wellness-program provider serving companies nationwide. The opinions expressed are his own; and Employee Assistance Professionals Association ([www.eapassn.org](http://www.eapassn.org)).*

# Coping with a Pessimist

By Tom Terez

No one likes pessimists very much, but managers and co-workers alike must be careful to avoid the urge to dismiss their negative outlooks entirely.

While focusing one's attention on positive workers is certainly more enjoyable, it risks alienating a pessimist and making him or her feel even more negative. It also keeps managers from getting at underlying issues and helping to change the negative person's attitude.

When a pessimist starts to generalize, it's important to ask why and gently press for specifics and solutions. Pessimist: *There's no way that plan is going to work!* Manager: *Why do you say that?*

Pessimist: *The assumptions on which it's based are completely subjective. We don't have enough hard data.* Manager: *Which assumptions in particular?*

Pessimist: *The ones about buying trends in the young adult market over the next two years.* Manager: *How could we get better data?*

As you can see, it's a matter of asking questions to turn generalizations into specifics – and to get the person engaged in solving the problem.

As ideas and action steps take shape, people often get carried away with enthusiasm – and they fail to see potential pitfalls that can hurt a plan as it's implemented. EA professionals can help managers guard against this by having them put the pessimist to work in the role of a “healthy

skeptic.” Managers should ask for candid feedback while issues are still on the drawing board. They should ask questions like: *What are we not considering?* Or, *What could go wrong in implementing this idea?*

When the pessimist insists that things won't work, managers should share one or two recent success stories as evidence that it just might be possible. If the person bemoans the fact that a team approach will take too much, share the story about the team that used a “blitz” approach last year to complete their big project in one week. ■

*Tom Terez is a speaker, workshop leader, and author of [22 Keys to Creating a Meaningful Workplace](#). For more information, visit <http://BetterWorkplaceNow.com>.*

## Overcoming Work-Related Phobias

cont'd from Page 5

❖ **Address the stress:** Phobias become stronger when overall stress levels are high. The individual needs to take steps to reduce stress, such as meditation, exercise or deep breathing.

❖ **Distraction:** What the individual focuses on gets bigger, so, for example, rather than focusing on his/her fear that the plane will crash, for instance, this person needs to distract himself/herself by having a few good movies and magazines available to keep one's mind on something else. The topic should be light, not stressful.

❖ **Exposure:** Ironically, avoiding the fear makes it stronger. A technique called systematic desensitization causes the individual to couple the fear with relaxation techniques. As a result, people's bodies will relax, or at least not be so tense, when they are exposed to their phobia. ■

*Additional source: Debra Auerbach, a writer and blogger for [CareerBuilder.com](#) and its job blog, [The Work Buzz](#). She researches and writes about job search strategy, career management, hiring trends and workplace issues.*

**Editor's note:** *May is Mental Health Awareness Month. This article originally appeared on the [Impact](#) blog. Subscribe (for free) at <http://impactpublishing.wordpress.com>.*

## Resources

🔗 **Performance Reviews: Best – and Worst – Ways to Do Them**, \$99, PDF download, PBP Executive Reports, (800) 220-5000, [www.pbpexecutivereports.com](http://www.pbpexecutivereports.com). This report crystallizes concrete steps for conducting better performance reviews, which will not only prevent lawsuits, but also motivate employees to do better in the future, resulting in improved morale and reduced turnover. ■

Employee Assistance Report is published monthly. For subscription information contact: Employee Assistance Report, P.O. Box 322, Waupaca, WI 54981. This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering legal, accounting, or other professional services. If legal advice or other expert assistance is required, the services of a competent professional should be sought. (From a Declaration of Principles jointly adopted by a committee of the American Bar Association and a Committee of Publishers.) Employee Assistance Report does not necessarily endorse any products or services mentioned. No part of this newsletter may be reproduced in any form or by any means without written permission from the publisher, except for the inclusion of brief quotations in a review which must credit Employee Assistance Report as the source, and include the publisher's phone number, address, and subscription rate.

# Presentation Skills that Result in Action

By Shelley Plemons

If given the opportunity to eat canned goods or gourmet food, you would likely pick the later. The concept is the same as it relates to “canned” sales presentations versus original content created specifically for a prospective client. If your EAP is being considered as a possible vendor, companies want to hear what *you* can do specifically for their employees. Don’t force-feed them a generic spiel, make the presentation about the client. Peruse the following list and savor the meat and potatoes of how to differentiate your sales presentation.



❖ **Find your niche.** Go after a specific industry, or select group. Clients want to know you understand all the intricacies of their world. For example, nurses are one of the largest groups of employees within hospitals. Health care organizations know nurses’ jobs are stressful. If you are pitching a health care organization, you might talk to them a little about the stressful nature of that particular field. Perhaps you might want to highlight your products or services that can assist with the stress within a hospital, such as training programs, online information, and therapists who have extensive experience working with nurses and health care workers. It’s also important

to highlight the names and testimonials of organizations within a particular industry with whom you work with.

❖ **Do your homework.** Study the client’s website. If you don’t know anyone who is employed at the organization you’re pitching, try attending industry-networking events, and ask those within *your* professional network if they know anyone. You’ll want to talk to as many people as possible to find out what it is like to work for your potential client. How is morale? Have they had much employee turnover lately? Have there been any major changes in administration?

❖ **Develop a presentation that is easy to understand, slick, and customized for the potential client.** Your slideshow should be simple. Stay away from confusing graphics, and don’t put too much text on the screen. Use bulleted points that are concise, and stay away from jargon. Add some sophistication by including a recorded conversation from your call center, or if you aren’t able to do that – make a call to your service center during your pitch so the prospective client can see how efficient and personable your staff is.

❖ **Develop a marketing kit.** It should include your presentation, your company’s brochure, your sales team members’ business cards, etc. You should also bring samples of utilization reports for

the client’s industry, clinical data and other sources of proof.

❖ **Be enthusiastic about what you do.** Moreover, make sure *everyone* has a high energy level. Practice repeatedly before the meeting. Everyone on the team must understand his or her part.

❖ **Don’t forget the basics.** Wear a suit and look professional.

❖ **Bring promotional items** – that is, if you have any.

If your current presentation includes all of these things and you still aren’t winning business, consider hiring a sales consultant to shadow you. They should be able to add some gravy and take you to the next level. ■

*Shelley Plemons has more than 25 years’ experience in the behavioral health industry. Her website is [www.strategicsalesolutions.com](http://www.strategicsalesolutions.com). **Editor’s note:** This article is the seventh in a series that discusses business solutions for EAPs. If you have a topic you would like covered, send an email to [shelley@strategicsalesolutions.com](mailto:shelley@strategicsalesolutions.com) or call (817) 946-5334.*

