



October 2023



Quoi de neuf in SLIC's world?

****Don't miss upcoming events - Scroll down****

SLIC latest certifications: **OMG - Candidate Sales Assessments - Sales Force Evaluations**

Objective Management Group (OMG) is the pioneer and industry leader in sales team evaluations and sales candidate screening.



[Click here to learn more](#)

Business Success Seminar at The Work Well Center



On October 11th, yet another good turnout and happy faces for the Cy-fair Chamber of Commerce Business Success's educational presentation at the beautiful Work Well center in Cypress, Texas.

We discussed the best referral partners' network building and maintenance practices.

We also covered how to use the best networking tools, such as KnowledgeNet.ai, and being part of business owners' support organizations, such as the Silver Fox Advisors, offering FREE to CEO round tables in Houston to expand their network further.

Business Optimizing Network -BON- 1st Workshop on AI

AI – HOW TO USE IT TO YOUR BENEFIT

Devlin Liles, President of **IMPROVING** will speak on how AI can help your business.

Following the presentation, participants will attend a managed workshop to engage in a conversation with peers and experts on how to apply within your business.

Who should attend? CEOs, business owners, CFOs and other C-suite leaders who want to learn how to improve sales and operational efficiencies by implementing next generation AI concepts



Wednesday OCTOBER 18TH
4:00 pm – 7:00 pm

Venue: Karbach Brewery
2032 Karbach St,
Houston, TX 77092

Admission
\$30

Drinks and Food
included

[Register Here](#)



Seats are limited
Registration close on October 10th evening:

AI - HOW TO USE IT TO YOUR BENEFIT

- ✓ Leverage AI to analyze vast datasets and gain actionable insights, enhancing decision-making across industries.
- ✓ Harness AI's automation capabilities to streamline tasks, from customer interactions to manufacturing processes thus boosting productivity
- ✓ Utilize AI-driven algorithms to tailor recommendations and services, delivering unique and satisfying user experiences.



Devlin Liles, President of Improving Houston, is a tech-savvy business leader known for solving business challenges with technology, earning six Microsoft MVP Awards and co-authoring the Entity Framework 4.1 Experts Cookbook.

This event is sponsored by:



Hosted by: Business Optimizing Network **BON**

BON Members:

On October 18th, BON -Business Optimizing Network- organized its first presentation at the Karbach Brewery.

Devlin Liles, our speaker, delivered a brilliant talk to an entire room on how AI can help your business.

A workshop session followed by a team brainstorming exercise. It was an educational evening with local beer and followed by a great Astros game!

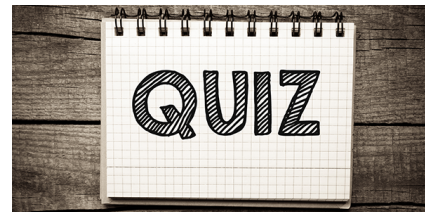


If you want to attend the next BON event, please register at: sprive@slictexas.com

This month's Quiz

Which percentage of new hire fails within 18 months?

- A. 18%
- B. 25%
- C. 46%
- D. 57%



[Click here for the answer](#)

Sales Hiring Strategy: How To Hire Top Sales Talent

Salespeople are the lifeblood of any business that wants to grow and continue to thrive. They are responsible for generating leads, nurturing prospects through the pipeline, closing deals, and boosting the company's bottom line. However, recruiting talent and hiring top sales reps can be challenging in today's ultra-competitive job market.

Although hiring top sales talent can be challenging and time-consuming, especially as you look forward to a new sales year, it *is* possible to employ a successful hiring strategy utilizing some of the best recruitment strategies:

[Click Here to read the full article](#)



The Amplify team has extensive experience in sales and sales leadership and knows how to enhance your organization. By combining the experience of a dedicated recruiter and researcher with my sales leadership experience, we can leverage the strongest, most customized talent acquisition team possible to find your perfect sales candidate. Contact me at mprive@salesxceleration.com

Meet Michel - Here to help!



Houston and Greater Houston
(713) 907-6310
mprive@salesxceleration.com

Michel brings 25+ years of experience successfully leading diverse organizations selling products and services.

Michel hired, directed, and grew at a two-digit rate, both small businesses and \$100M organizations to success.

Michel has a proven track record of establishing compelling visions, effective sales strategies, and building teams to achieve profitable growth.

Silver Fox Advisers' next Lunch & Learn, October 26th.



Join us on **October 26, 2023**, at 11:00 a.m. for an informative discussion with Greentown Labs.

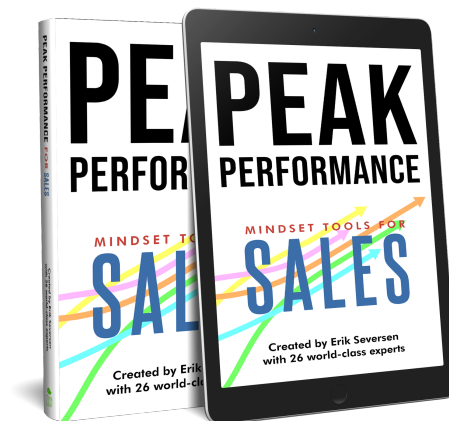
At this luncheon, we will feature a panel discussion about sustainable energy.

We will be meeting at **The Briar Club**, [2603 Timmons Lane, Houston, TX 77027](#).

[Register here](#)

November Calendar

Michel's book launch



Surrounded by 25 authors and sales experts worldwide, Michel was hand-picked by Erik Severson to contribute to this new release of a PEAK Performance book by writing a chapter of his professional life about an incredibly successful output of a complex strategy and implementation. Watch for promotion activities in November.

HOW TO USE AI TO SUPPORT SALES



AI's buzz world is ordinary now, but we need to know how it can help us - business owners to our benefit. Many new tools are available to help write proposals, emails, promotional articles, and process sheets; some perform multi-function. These tools overlap, and shortly, you end up having big AI bills for poorly chosen tools. This presentation goes over 35 existing tools to streamline and increase efficiency in your sales efforts, guiding you to select tools according to your needs.

If you want to attend to this presentation, please register at: sprive@slictexas.com

SLIC SERVICES



SLIC PREFERRED PARTNERS and SUPPLIERS



**Michel is a proud member of the Houston Silver Fox Advisors who have been
Serving Small Businesses in the Greater Houston Area Since 1986
Click on the Silver Fox logo below to see how we help CEOs**



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