

**Employee Recruitment and Retention: The Focus of this Issue  
of *Sales eNews* – Sales Mentoring Solutions™, LLC's Newsletter;  
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**Introduction to this Newsletter -**

Happy New Year! May 2006 prove both prosperous and rewarding.

Because this is the beginning of a new year, I am focusing on what I consider to be a most seminal, if not critical, issue for everyone that I am privileged to work with: employee recruitment and retention.

For me, the bottom line on recruitment and retention is simple. Those who do them well thrive no matter the conditions, and those who don't—regardless of funding, innovation, product, marketing, organization, and external business conditions—don't survive over the long haul, let alone thrive. I suspect that you would agree with me, especially if you view your employees as your most valuable asset.

Finding the right talent, given today's employment conditions, can be a time-consuming, massive undertaking. Keeping employees, especially the good ones, may be even more difficult. So I invite you to take the time to look over this edition of *Sales eNews* carefully. There are indeed many nuggets of wisdom and insight herein that you'll find very useful for your organization. And as always, my partners and I stand ready to assist you.

Thank you for your interest in *Sales eNews*.

(NOTE: *Sales eNews* is now a quarterly publication. I welcome your feedback and comments. Please feel free to send me an email anytime to let me know how my work has provided value to you and your organization: [blb@salesmentoringsolutions.com](mailto:blb@salesmentoringsolutions.com).)

Bobby L. Butler, President and Founder of *Sales Mentoring Solutions*™, LLC

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