

SUBURBAN  
BUSINESS  
LEADERS

Peter R. Mills has been named president and chief executive officer of Ross Roy Inc., effective Aug. 1. Mills joins Ross Roy from BBDO North America where he has been president and chief operating officer since 1991.



Mills

Janet Lynn Kostiz has joined Somanetics Corporation as a buyer. Kostiz will assist with the company's purchasing requirements, Somanetics inventory planning and control, closing orders and expediting purchases.



Kostiz

Tom Bell has been promoted to senior account executive at the public relations firm of Hermanoff & Associates in Farmington Hills where he will continue to work on several of the agency's service industry and public sector accounts.



Bell

Thomas J. Hector to general sales manager, responsible for sales and marketing functions at the Wolfe Envelope Company in Birmingham.



Hector

To submit materials to this column, please send a brief biographical summary along with a black-and-white photo, if possible, to: Business Editor, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150. There is no charge.



ART EMANUELE/STAFF PHOTOGRAPHER

Winners: Mr. Bulky stores of Troy (top), owned by Sidney Rubin, and Raj Vattikuti of Complete Business Solutions in Farmington Hills won Entrepreneur of the Year Awards.

## Honorees linked by common traits: vision and growth

BY DOUG FUNKE  
STAFF WRITER

Wholesale/Retail Entrepreneur of the Year.

Two Bloomfield Hills residents who own very different business enterprises have been recognized as Entrepreneurs of the Year in Michigan.

Rajendra B. Vattikuti, president of Complete Business Solutions in Farmington Hills, was selected Service Entrepreneur of the Year.

Sidney R. Rubin, president and chief executive officer of Mr. Bulky Treats & Gifts in Troy, was chosen

More than 115 companies from around the state were nominated in nine categories.

"They aren't publicly held, but they're successfully managed and quietly growing over the years," said Bryan A. Becker, director of entrepreneurial services for the Detroit office of Ernst & Young, a major sponsor.



Carving a niche

Vattikuti, 41, worked as a project leader for Chrysler and as management information system director for Yurika Food Corp. before establish-

ing Complete Business Solutions in 1985.

The computer systems consulting

See HONOREES, PREVIOUS PAGE

## His wild, wacky messages ring straight and true to Realtors

BY R.J. KING  
STAFF WRITER

About this time every year, John Tenza, a motivational speaker who mingles humor with magic, stands before a group of real estate professionals with a large piece of driftwood in his hands.

"I just remind agents that this is the time of year people really come out of the woodwork," said Tenza, president and founder of Question Master Inc. in Ann Arbor. "The kids are out of school and families want to move into larger homes before classes start up again in September."

Tenza is also partial to dressing up like a troll to play out agent fears, waving a staff like Moses to separate serious buyers from lookers and throwing fire from his hands to consume bad habits.

"The most important thing that I can get across in a sales training seminar is that professional selling is questioning and not telling," said Tenza, a former real estate owner and broker for 14 years.

"If you question your client about their needs and desires, and then work toward those goals, the client will always know that you're working on their behalf. If you try to tell clients what to do, you've lost them."

To drive home his point, Tenza will use bricks during the course of a seminar to demonstrate how trust between an agent and client is built up one block at a time. During a break, he'll switch the stone brick with one made of foam and wait for the class to return.

When someone asks a question, Tenza will hurl the foam brick across the room. Why?

"It keeps people on their toes and gives them a great reference point for recalling the lesson," said Tenza, who belongs to a handful of magician clubs.

"Education today should be fun and informative. We're in the MTV generation and people don't want color TV, they want it with a clicker and 160 channels. You have to provide a zing every three to seven seconds or you've lost them."

Such devotion to what Tenza



JIM JACOBFIELD/STAFF PHOTOGRAPHER

AY-Y-Y-Y! John Tenza breaks into his Fonzie ("Happy Days") act to demonstrate the need to show confidence in dealing with people.

calls "high-tech, high-touch seminars" has fueled incredible growth for Question Master. This year, Tenza said he is booked for 165 programs, his best output since he opened the firm in November, 1988.

Most recently, Tenza developed a unique biweekly training program for the Remerica Real Estate Corp. in Plymouth, Remerica, which specializes in residential properties, opened a month after Tenza and currently has 13 outlets in western Wayne and northern Oakland counties.

"John had been providing seminars for us off and on, and finally in February we signed him to do a seminar for our agents every two weeks, for a three-hour session," said Jim Courtney, Remerica's president. "Our feeling is you can never have enough training."

"There's always something you need to work on or refine and the market's always changing. The topics change every session so he might do one on prospecting, or selling the seller, or how to handle cold calls or handling objections."

John has been a great asset in our success."

Courtney said between 50 and 70 agents attend each seminar. There is \$10 charge for materials for each program.

Success at Remerica and Question Master appear to go hand in hand. Remerica is on target to open 25 branch offices in Michigan by the end of 1994. Franchises, which run \$2,995 apiece as compared to \$20,000 or more other real estate firms charge, will be expanded to surrounding states in early 1995.

Meanwhile, Tenza will conduct two seminars before the Michigan Association of Realtors in October. His rates are \$1,000 for a one-hour session, \$1,500 for three hours and \$2,500 for an all-day affair.

"The real estate companies just eat me up," said Tenza. "They know I was out on the street just like them. I've door-knocked over 20,000 homes so I know what it's like to cold-call. The best advice is to always listen to the client."



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