



Monday Morning Coffee

Be informed.
Be innovative.
Add value.



Time is on your side, as long as you understand it.

“Time is money.” You’ve heard that expression a thousand times or more. And as many times as you’ve heard it, you have universally ignored it.

Every year I get thousands of requests for a course in “time management.” And every year I give the same answer: Why are you asking ME what to do with YOUR time? Don’t you KNOW what to do?

- Is it time management or wasted time?
- Is it time management or procrastination?
- Is it time management or lack of productivity?
- Is it time management or lack of achievement?
- Is it time management or poor time choices?

You tell me. I’m concentrating on my time challenges, not yours.

I am writing a book on the subject of time management. The title is You already know what to do, you’re just not doing it.

I love the expressions that have been created over the years...

- Just in time.
- Save time.
- No time like the present.
- There was a time when.
- Time commitment.
- Time management.
- And a ton of other irrelevant jargon.

So if time is money, as suggested earlier, what are you doing with yours? Are you spending it, or investing it? And how are your time investments working for you? Are you frustrated because there are “not enough hours in the day”? I am. Groucho Marx had it right. He wanted a 36-hour day. That way he could work 24 hours, and still get a good night’s sleep.

Spending time or investing time is a CHOICE. Here are some examples of choices - see which ones apply to you:

- * Spend watching TV - invest reading a book
- * Spend drinking in a bar - invest writing or preparing for a sales call
- * Spend reading a newspaper about the local news - invest talking to your kids

NOTE: Invested time with your family pays the best dividend: Love.

Is it time management? NO! It’s time allocation. It’s how you choose to use your time RIGHT NOW. How are you spending or investing your 16-18 hours a day?

New pressures are being placed on the immediacy of your time - and for many it’s hours, not minutes a day. And these are time uses that have crept into the work fabric, and are firmly planted in your life - and mine...

- * Blackberry. People (not you of course) are addicted. They can’t sit down without looking at it, and responding to it.
- * Email. How many a day? Ten? A hundred? More?
- * Texting. The newest of the communication modes. Instant and unavoidable.
- * Mobile phone. You spend hours on your mobile device with text, search, and email. THEN you start talking. “I don’t spend that much time on the phone.” Really? 1,000 minutes a month is almost 17 hours. And most people spend MORE. I’m not saying it’s all bad time. I am saying it’s 17 hours - you measure its value.

And new time pulls are creating re-allocation of your allotted time. The biggest being social media. Facebook, Twitter, LinkedIn, Flickr, and Wikipedia demand business and personal attention and time allocation. Time you and I never had to allocate before. Add blogs, e-zines, emails, and websites, and you have hundreds of new hours demanding, no commanding, both attention and time. Your time. My time.

Wanna add your new allocation of time up? Two hours a day is 10 hours a week, if you only play five days. Doubtful. That’s 500 hours a year. My number would be closer to 1,000 - how about you? You’re probably 1,000 just on your Blackberry.

Here’s the opportunity, or the rub - depending on how you look at it. In all this allocation or re-allocation of time, make certain you’re addressing the real goals of the process. Here’s what you must concentrate on achieving during these new allocated hours:

- * Making connections
- * Helping customers
- * Providing value
- * Service in an instant
- * Building relationships
- * Earning referrals
- * Following up with hot accounts
- * And, oh yes, making sales

Cold calling? You have no time to waste on hit or miss. Ninety-nine point nine percent miss. Referrals are 75% hit. Start there. You might want to carve out some hours for reading, family, and having fun. I do.

Source: Jeffrey Abraham, www.gitomer.com

Last week's activities...

Just Listed:

For Sale

- 19510 55th Ave.
Langley, BC
Industrial Space Sizes:

Unit #1, 2,436 sf Price: \$375,000
Unit #2, 3,188 sf Price: \$368,000
Unit #3, 2,190 sf Price: \$358,000
Angie & Don MacDonald
- Commercial Building & Land
1241 12th Street
Kamloops, BC
Lot Size: 30,000 sf
Price: \$1,300,000
Michael Marckwort
- Mini-Storage Business
Kamloops, BC
Lot Size: 4.03 acres
Price: \$2,700,000
Michael Marckwort

Thank You!

Hello my selling friends,

This will be my last column until after Christmas since I will be travelling with my family next week.

I just wanted to take the opportunity to thank each of you for your support of our mission . . . providing insight and information to the most dynamic and interesting set of people in the business world ...salespeople.

I make this last statement with complete conviction and sincerity. Salespeople are the last pure capitalists. You wake up each morning unemployed and you have to get up, put the helmet on and produce. Nobody "gives" salespeople anything. You are lean and mean ...you live by your wits and you eat what you kill. You are the tigers of the business rainforest.

I know that some who read this column may not be strictly salespeople, that you may be managers or professionals who also pursue a craft beyond selling. But you read this column because you know that, at some level, we must all sell our ideas, and that we must all sell ourselves, in order to accomplish our objectives. To you I say, "Congratulations," because you have decided to rise above your less ambitious peers, and your less energetic competitors, to enter that most rare of all realms, the realm of "rainmaker."

To me, the selling life is the greatest life in the world. It combines curiosity with problem solving, human interaction with personal passion. It generates competitive fire and the ultimate sense of fulfillment when a transaction is achieved and each party is delighted with the result. And sales, at its best, provides us with a daily opportunity to help people, to lift their spirits, to generate fellowship and build lifelong relationships.

So congratulations! You are a very, very important person. The very life of your company depends upon how you and your fellow salespeople perform. Would you have it any other way?

Happy holidays to all . . . we will kick off the New Year together . . . and it is going to be a great year . . . the week after next.

Source: Richard Abraham, Mr. Shmooze



Espresso Coffee

Congratulations on
your successful
deal!



Ken Hick & Ken Kiers

SOLD

10350 138A Ave, Surrey, BC
Storage Property — 100,000 sf
Price: \$12,700,000

Closed
December 17, 2009

Brian Larrivee

SOLD

2656 Deacon St , Abbotsford, BC
Industrial Property — 17,300 sf
Price: \$1,700,000

Closed
December 16, 2009

Brian Larrivee

SOLD

1E & 1F-1945 McCallum Rd, Abbotsford, BC
Office Property — 30,000 sf
Price: \$835,840

Closed
December 18, 2009