



Monday Morning Coffee

Be informed.
Be innovative.
Add value.



Out of touch or out of their minds? Maybe both!

In a recent survey conducted by a BIG benefits management company (a management and human resource consulting firm), they asked 365 CEOs and sales management executives, “What are the three key factors that separate high performing sales professionals from moderate to low performing sales professionals?”

Both CEOs and C-level sales executives (all people who don’t sell, but rely on their salespeople to produce sales so that they can get paid), ranked “self discipline/motivation” as the most important.

Next in line were, “customer knowledge,” “innate talent/personality,” and “product knowledge,” and further down the list were “experience” and “teamwork skills.”

Totally bogus.

These are qualities of corporate greed, not value, service, or help – the three things that customers require to give business and maintain loyalty.

MAJOR DUH: When “survey” companies ask questions of people, why don’t they ask the people actually doing the work?

I’m a writer, but I’m also a salesman. I make sales and sales calls every day. If you’re interested in the most important factors of a high performing salesperson, let me give you a realistic list of success characteristics.

- 1. Perpetual, consistent, positive attitude and enthusiasm.** This is the first rule of facing the customer, facing the obstacles, facing the competition, facing the economy, and facing yourself.
- 2. Quadruple self-belief.** Unwavering belief in your company; unwavering belief in your product; AND unwavering belief in yourself are the first three rules. But fourth is the most critical of the self-beliefs. You MUST believe that the customer is better off having purchased from you.
- 3. Use of creativity.** Creativity to present ideas in favor of the customer, and creativity to differentiate you from the competition.

4. Ability to give and prove value. To prove the value of your product or service, and your ability to give value beyond the sale to the PROSPECT so you can earn the order, the reorder, and the loyalty.

5. Ability to promote and position. Personal use of the Internet to blog, ezine, utilize social media, and achieve Google top ranking, so your customers and prospects will perceive you as a value provider and a leader in your field.

6. Exciting, compelling presentation skills. Not just solid communication skills, but superior questioning skills, listening skills, and a sense of humor. The innate ability to engage and capture the imagination (and the wallet) of customers and prospects.

7. Ability to prove your value and claims through the testimony of others. Testimonials sell where salespeople can’t. The BEST salespeople use video testimonials to support, affirm, and prove their claims. BUT, the reality is – you don’t get testimonials, you EARN them. Same with referrals. NOTE WELL: If you’re looking for proof that you are “top-performing,” testimonials and referrals are a report card.

8. Ability to create an atmosphere where people want to BUY (because they hate being SOLD). This is done by engaging and asking; not presenting and telling.

9. Ability to build a relationship, not hunt or farm. I wonder if the “executives” talking about the factors of great salespeople are the same morons dividing their salespeople into “hunters” and “farmers.” PLEASE HELP ME. Great salespeople are relationship builders who provide value and help their customers win. These are the same head-in-the-sand executives that can’t open their laptops, and forbid Facebook, individual websites, and blogs from their people. ADVICE: If this is your situation, find your way to the competition.

10. Unyielding personal values and ethics. Great people have great values and great ethics. Interesting that 365 CEOs and executives don’t deem them in the top ten.

10.5 The personal desire to excel and be their best. This is a desired quality of every salesperson, BUT the best salespeople have mastered the other ten elements. And the key is all ten must be mastered in order for this quality to manifest itself.

Last week's activities...

Just Listed:

- For Sale
- Multi-Family Development Site
2675 Burleigh Avenue
Richmond BC
1.848 acres
Price: \$4,500,000
Sash Sasidharan
 - Investment Property Land & Buildings
813, 819, 823 Carnarvon Street
New Westminster BC
26,136 sf
Price: \$3,995,000
John Meder
- For Lease
- Office Space
20256 56th Avenue
Langley BC
1,795 sf
Lease Rate: \$10/sf
Ted Weibelzahl

There is no prize in sales for second place. It's win or nothing. The masters know this, and strive for, fight for, that slight edge.

And as for the next poll taken, here's a great idea for CEOs and sales executives. There's an easy way to find out the most important factors and qualities of great salespeople: make some sales calls yourself.

And if you really want to have some fun, bring your marketing people along.

If you want one more quality of great salespeople, go to www.gitomer.com, and enter the word MASTER in the GitBit Box.

Source: Jeffrey Abraham, www.gitomer.com



Power: Being Prepared to Deliver the Knockout Punch!

Have you ever noticed that the same pivotal questions seem to come up at nearly all your sales presentations? You are not alone. In fact, there are a number of sales experts who believe that the success of most sales pitches comes down to the salesperson's ability to answer one or two key questions with absolute confidence and authority.

When explaining your product or service to others, write down the questions you hear most. Then take some time to construct thoughtful, powerful answers. Refine them and practice them verbally until your answers feel confident and natural.

When delivering your answers in a sales presentation, it can be highly effective to restate the question . . . that is, to incorporate it into your response:

"Mr. Client, I am glad you asked me about scheduling. We have developed proprietary software, and a highly structural communications system, that virtually guarantees on-time completion of this project. Let me show it to you."

Restating the question or issue acknowledges its importance, and subliminally expresses your respect for the person who is asking it.

How effective is having a great answer for a tough question? Back in 1984, Ronald Reagan's age was becoming a major issue in his re-election campaign. He had stumbled badly in his first debate with Walter Mondale, and sure enough, the question came up quickly in the second debate. Reagan paused, cocked his head slightly and said, "Well . . . I want you to know that I will not make age an issue of this campaign. I am not going to exploit my opponent's youth and inexperience."

The crowd went wild, even Mondale laughed - and the rest, as they say, is history.

Game, set, match . . . Ronald Reagan!

Source: Richard Abraham, Mr. Shmooze

Espresso Coffee

Congratulations on
your successful
deal!



Rick Lui

SOLD

2337, 2345, 2351 Atkins Avenue, Port Coquitlam BC
Multi-Family Land — 32,000 sf
Price: \$2,800,000

Closed
November 27, 2009

Brian Larrivee

LEASED

31120 Peardonville Road, Unit 102, Abbotsford BC
Retail — 20,000 sf
Lease Rate: \$8.75/sf

Closed
December 3, 2009

Ted Weibelzahl/Ken Hick/Ken Kiers

SOLD

5581 204th Street, Langley BC
Office Space — 7,000 sf
Price: \$1,325,000

Closed
December 1, 2009

