

Monday Morning coffee

June 28
2010



Be Informed.
Be Innovative.
Add Value.

NAI Commercial

Commercial Real Estate Services, Worldwide.

I'm sorry, I didn't hear you. Could you repeat that?

"I didn't hear you."
No, you weren't listening.

"Our people need to listen better."
No, your people need to understand WHY they don't listen.

REALITY: You quit paying attention for one reason or another, AND blame it on the person talking to you. Two rudenesses don't make a right.

How do you listen? That's both a question and an enigma. Listening is one of the BIG THREE in selling, the other two are asking (engaging), and being friendly.

If you ask most salespeople, they would admit that listening is their weakest quality. In part due to impatience, but mostly because they don't know how. Or even deeper, they don't know the components or factors that make up the "why" of listening.

To complicate the listening process even further, there are manners in which people listen -- no, not "please pass the salt" manners -- attitude and mood manners. These manners can affect the listening competence level by more than half.

There are 3.5 opposite sets of manners of listening:

1. Active or passive.
2. Positive or negative.
3. Open or closed.
- 3.5 Distracted by other business or personal matters, or not distracted.

You can almost get the feeling and meaning of these manners without me explaining them.

Listening is also broken down into elements. Each representing a "why." I have added some additional description to clarify each

element. And defined a few.

The good elements of listening are:

Listen with the intent to understand. A sermon. A movie. In a

The Ultimate Win/Win

I am a big proponent of sales training. It goes without saying that a salesperson must have absolute command of the pivotal benefits of his products and services to be credible and compelling when communicating with buyers. And to the extent he can pick up some new ideas and selling techniques from a training platform, all the better.

But after many years in and around the selling profession, do you know what I have found to be the most powerful developmental platform of all? Mentoring. That's right . . . a more experienced person showing a less experienced person the ropes . . . not in a classroom, but on the street under the pressure of real world conditions.

You see, so much about selling is subtle. Body language. Timing. The turn of a phrase. Psychology. Things that an experienced pro executes almost unconsciously, but that a younger person needs to see, and feel, when the game is on. Mentoring also goes beyond pure business. It is a holistic demonstration of style and taste, a setting of behavioral standards, an ongoing discussion of life.

Companies often have a hard time engaging their top producers to mentor up and comers. That's too bad, because in the best case scenarios, everybody wins. Particularly the mentor himself, because once we have reached many of our own goals and objectives, teaching and mentoring young people is one of the most important and fulfilling roles we can play as successful human beings.

Source: Richard Abraham, Mr. Shmooze



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classroom.
 Listen with the intent to take action. Someone giving instructions.
 Listen with the intent to learn. A teacher. A trainer. A seminar leader.
 Listen with the intent to enjoy. Music. Sounds of nature. Waterfalls. A crackling fire.
 Listen with the intent to remember. Driving directions. A website address. A phone number.

WHO you're listening to can have a huge impact on the quality of your listening. Your mother, your boss, your spouse, your kids, your best friend, your favorite celebrity, someone you like, or someone you dislike, can affect the outcome of your listening ability. It's their words, your mood, and your level of respect, that make up the listening effectiveness model.

The bad elements of listening are:

Listen with the intent to respond. This is where interruptions occur. You have something to say, or think you already know the answer. You start responding BEFORE the other person has finished talking. The first "listen" should be: listen with the intent to understand. THEN you can respond with the full knowledge of what has been communicated. CURE: Just ask the person if they have finished their thought BEFORE you respond.
 Listen with the intent to figure out an angle (manipulate). Interacting with a customer during a selling situation.
 Listen because you have to obey (or try to worm out of it). Parents, teachers, and bosses top the list.
 Listen because you are forced to. Your boss, teacher, or parents yelling or disciplining you.
 Listen with the intent not to pay attention. Tuned off because of your unhappiness or ill feeling towards the person speaking.
 Listen with the intent to argue. Whenever you're in an argument or fight, listening is overpowered by anger and negativity.
 There is also the ever popular, pretending to listen, but in another world. You have other things on your mind that are more powerful than what is being said, so you tune out whoever is speaking.

Telltale signs of not listening? Asking people to repeat. Getting instructions wrong. Making mistakes on the job. Getting rejected.

Have you ever heard someone say, "Now everybody listen-up, this is important." What does that mean? It means that without that preface to whatever is being said next, the odds are that very few, if any, are paying attention to the person speaking.

Think about it, does Bill Gates walk into the room and say, "OK everybody listen-up?" Billy Graham? Steven Jobs? Madonna? Michael Jordan? Ted Turner? No, they walk into a room and everyone says, "SShhhhhhhh, it's....." A hush falls over the room like a magic spell, and everyone in the room is "all ears."

JUST LISTED

For Sale Retail Investment Property
 2352-2358 West 41st Ave.
 Kerrisdale Vancouver West
 Price: \$2,500,000
 Rick Lui



For Sale Restaurant & Bar (Business)
 Vancouver, B.C.
 Price: \$750,000
 Alf Sanderson & Delon Cheung

For Sale Office/Retail Building - 12,600 sq ft
 1249 - 4th Ave
 Prince George, B.C.
 Price: \$685,000
 Peter Seed & Chris Wieser

For Sale Office Building - 9,111 sq ft
 401 Quebec St
 Prince George, B.C.
 Price: \$575,000
 Peter Seed & Chris Wieser

For Lease Industrial - 2,500 sq ft
 Unit C - 31192 South Fraser Hwy
 Abbotsford, B.C.
 Brian Larrivee

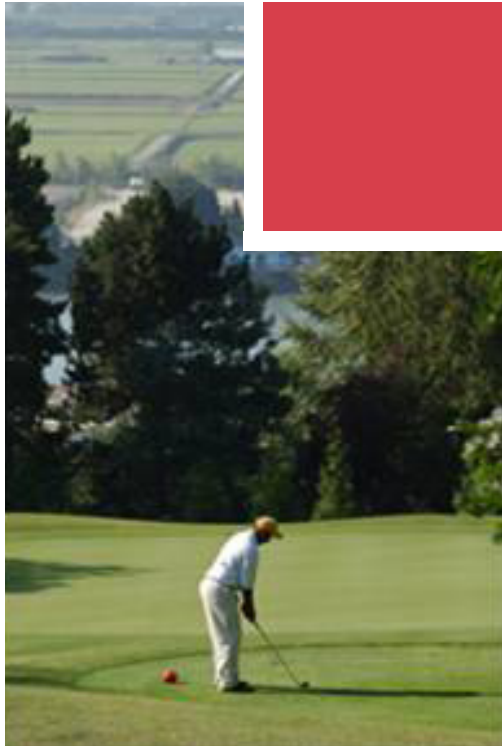
The three best states to be in when listening are: the state of calm, the state of happy, and the state of willing. These are "ear opening" states. (The worst listening states are the state of New Jersey and the state of New York. Many people there already know everything.)

FINAL SECRET: I know all of you are looking for the silver bullet that will make you an instant better listener. I've got it for you. Two words, and they're not "shut-up." The secret words and action of listening are: "take notes." When you take notes, you show respect, always "hear," and have a reference to help you remember what was said or promised.

Source: Jeffrey Gitomer, www.gitomer.com

NAI Golf Tournament Sub - 100 Rounds

at Fraserview Golf Course



John Henderson	85
John Meder	86
Chris Wieser	88
Rob MacArthur	88
Todd Bohn	88
Sash Sasidharan	89
Alf Sanderson	89
John Vangeel	89
Rick Steen	90
Don MacDonald	91
Terry Harding	93
Ilana Taylor	95
Aleem Thaver	99

Other Great Records

Closest to the Pin #3	Cole Maedel
Closest to the Pin #13	Ilana Taylor
Longest Drive #9 (Ladies')	Ilana Taylor
Longest Drive #11 (Men's)	Cole Maedel