

Monday Morning coffee

Nov 15
2010

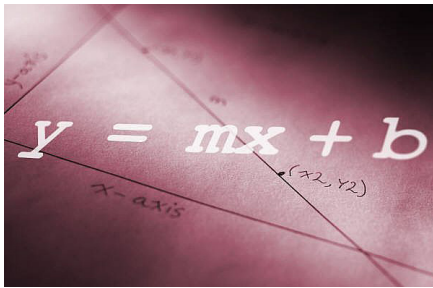


Be Informed.
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NAI Commercial

Commercial Real Estate Services, Worldwide.

Take algebra? Why? I'll never use it in real life!



When I have more money than I need (which these days seems farther away than it did a few years ago), I want to travel around the world and speak to high school freshmen and sophomores. Ninth and tenth graders.

I want to talk to them about the hidden power of mathematics. In math of all sorts, you're given problems to solve. In the beginning, they're easy. Add, subtract, multiply, and divide. Then come fractions. But still the same big four solve all the problems.

Then algebra. A whole new language of math appears. It's pretty confusing at first, but as you're given each series of similar problems to solve, and you begin to work them, at some point you "get it," and can figure out the answers to the rest relatively quickly.

Many people say, "Why do I have to take algebra? I'll never use it in real life!" That may be the most incorrect statement of your life.

Algebra teaches you to solve problems logically.

When you're given a math problem, here's what happens:

1. You study it to see if you know how to solve it or not.
2. If yes, you go to the next step of using the prescribed system, process, formula, or answer path to solve it.
- 2.5 If no, you have to do additional study and research to figure it out, or learn how to solve it, then go back to step 2, and come up with the correct answer.

"Jeffrey, what's your point?" you whine. "Come on, I've got a quota to meet, cold calls to make, e-mails to follow up on, and voice mails to leave that will most likely go unanswered. Help me with the real stuff here."

JUST LISTED

FOR SALE

Office & Coffee Shop Strata Unit
#1 - 415 Dunedin Street
Victoria, B.C.
Size: 2,158 sq. ft.
Price: \$626,000
Kevin Pirie



Strata Titled Warehouse
Abbotsford, B.C.
31897 Mercantile Way - 2,046 sq.ft
Price: \$350,000
31899 Mercantile Way - 2,435 sq.ft
Price: \$375,000
Brian Larrivee



FOR LEASE

Commercial Space - 1,300 sq. ft.
2197 Otter Point Road
Victoria, BC
Lease Rate: \$8.00 per sf + CACs
Ana Kraft

Relax Euclid breath. This is a "big picture answer" that transcends your self-created sense of urgency and lack of sales dilemma.

Math is a science. A logic-based, formula-based science.

Selling is also a science. An emotion-based science.

In sales, business, and life, you are presented with problems and obstacles. You may know them as customers, competition, bosses, coworkers, service issues, complaints, overcoming objections, and other sales and business hurdles that you must solve or resolve in order to have a successful transaction, or resolution.

It's the logical side of what would otherwise be seen as an emotional process. Emotion is to engage, show your passion, love, and belief, be compelling, prove by example,

congratulate when completed, and celebrate the victory.

I admit I'm an emotional salesman, but I am a superior salesman because I am able to add the understanding of logic into the total sales and relationship building process.

The reason you need to study math is that it provides you with the logical side, and the thinking side of the sale.

From the customer side of the decision, the simple rule is: The sale is made emotionally, and then justified logically. (First you say, "I love this house." Then you say, "I wonder if we can afford it?")

"Eh, what's up doc?" is the emotional opener. In the world of logic the question converts to, "What's up, Spock?"

If you want to rediscover how logic fits into your selling, business, and life process, go back to your algebra class, and you will find the answers:

- Math taught you to think about the solution or the answer logically and use the process or the formula to come up with an answer.
- Math taught you to see if the answer applied to all the problems or that there were exceptions.
- Math taught you to think about and visualize your moves in advance (chess is a great example for thinking three moves in advance – so is predictable customer service after a sale).
- Math taught you to see elements of the solution, the answer, or the probable outcome in advance.
- Math lets you see that there's always a way to solve the problem, and arrive at the end desired result. Math logic says if you study it hard enough and deep enough you can find, or should I say, discover the answer.
- Math taught you to solve problems logically. You will continue to face problems the rest of your life, in every aspect of your life your job is balance the emotional side and find the best resolution.

These math awareness bites will help you understand why you should have paid more attention in your math classes. And, these are messages I'd like to deliver to every high school kid in America.

Source: Jeffrey Gitomer, www.gitomer.com

Creative Thoughts

I was looking through some of my files on "creativity" today, and a few things jumped out at me:

- Humor and laughter promote relaxation and creativity. Unfortunately, as we get older, we laugh a lot less. In fact studies show that children laugh 400 times each day while adults laugh 15 times per day. Creativity? Kids win hands down.

- Speaking of kids, when a researcher asked a 1st grade class, "How many of you are artists?" . . . 100% of the hands shot up. When he asked the same questions of the 8th grade class, three students raised their hands. Not exactly a system that encourages creativity.

- Repetition is the nemeses of creativity. Yet how easy it is for us to fall into daily routines . . . same commute, same coffee break, same restaurants etc.

- Laughter is the shortest distance between two human beings.

These are important thoughts for us as salespeople for two reasons. One, creativity is a hallmark of great salesmanship. The ability to think on our feet, improvise and build rapport through relaxed communication and, often, humor, are skills that master salespeople gracefully deploy. Two, buyers love salespeople who bring out the joy and creativity in THEM . . . people who come along and fire them up, break their routines and get them thinking, dreaming, laughing. After a great sales call, everyone should feel uplifted and refreshed. That is selling, relating and communicating at its highest level.

Source: Richard Abraham, Mr. Shmooze