



## Sales people have questions. Jeffrey has answers.

*I get a ton of emails asking to solve sales dilemmas. Here are a few that may relate to your job, your life, and most important, your sales thought process right now:*

*Jeffrey,  
I'm working at a retail minimum wage job and I have very little monetary movement, but I want to take my assumed career to the next stage. I work as a magician, performing for corporate events, and have been hired by numerous big banks, energy companies, etc. I know I have the performance skills to make this transition, but I lack the money to do large mailers or marketing blitzes. I have a website, but no traffic due to the preceding reasons. Where do I put what little money I have and where do I get emails for a newsletter?*

*Craig*

*Craig,  
Every time you do a talk or show, get emails and get permission to send your newsletter. You don't need to spend money in order to promote yourself on the Internet, you need to invest time and build Googlejuice. If you're good at magic, then create a course around it, like "Sales Magic" or "Service Magic." Start your blog. Start your email magazine. Start your website. It will be slow at first, but it will gain momentum if you provide quality information that one person can pass onto another. Be certain to link your blog posts to your social media pages.*

*Best regards,  
Jeffrey*

*Jeffrey,  
I've been in sales for nine years and blown my numbers out of the water every year until I joined a new company about two years ago. I've been about 85% of my quota in both years, which to me is a failure. People at my company tell me that I'm doing a great job and customers love me, but it seems many people want to hang their hat on the fact that the economy isn't great as the reason sales aren't booming....but I'm not one of them. After trying to analyze what I can do better, I've come to a realization that I love to be in sales, but it is probably where I am and what I am selling that is part of the reason for my lack of success at this new firm. From everything that I've read and the experiences I've had, I know you have to love what you sell. I've also read as many books as possible trying to gain some insight on possible industries that I could enter where I could love what I sell.*

*Do you have any insight as to how one obtains this type of insight (outside of career coaches, personality exams, etc)?*

*Thanks,  
Eric*

*Eric,  
You can't ask other people about what pleases you. That's an answer you can only give yourself. Think about what you do with a passion. That will help you create some industry awareness - it may be some kind of athletic event, it may be cooking, it may be fashion - but whatever it is, if the love is there the doors will open.*

*Best regards,  
Jeffrey*

*Jeffrey,  
I need advice or suggestions for a sales kick off meeting. I am an area sales manager at AT&T advertising and we are about to have kick off our Inland Empire Campaign. I run a satellite office and have nine sales reps that report to me. The last few years have been extremely tough for our sales reps. The company has made tremendous cutbacks and gives us no budget for sales meetings. I want to know if you have any suggestions for me that are fairly inexpensive. I will be using my own money and wanted to spend about \$200 to \$250. I have thought of bringing in a jumping house shaped like a boxing ring and having pizza, I also thought of bringing in Guitar Hero. I want my sales reps to know my appreciation for all their hard work because they often feel under appreciated.*

*David*

*David,  
First of all - do not spend your own money. While I appreciate your enthusiasm, your company has a responsibility to invest in their people. If a big company is not willing to spend a few hundred dollars on a sales meeting, that should tell you something right there. Second of all, if you really want to inspire your people, why don't you bring in half a dozen customers to talk about their positive experience using your product? Their success stories will not only inspire; they will also reinforce your salespeople's belief in what they're selling. Clearly now is not the time to bring on the dancing clowns. Now is the time to bring on successful customers.*

*Best regards,  
Jeffrey*

*Jeffrey,  
About six months ago a friend and I started a manufacturing business,*

## Last week's activities...

### Just Listed:

**For Sale**      17-Suite Apartment Building  
3360 Wood Avenue, Armstrong BC  
20,000 sf  
Price: \$1,450,000  
*Chris Wieser*

Land - 8.95 Acres  
6360 Tower Road, Sechelt BC  
Price: \$2,200,000  
*Ken Kiers/Ken Hick*

Office Space - 1924 sf  
19978 7th Avenue, Unit #307  
Price: \$795,000  
*Ted Weibelzahl*

**For Lease**      Industrial/Retail Lot with Building  
3888 Marine Way, Burnaby BC  
32,000 sf  
Lease Rate: \$12,500/mo.  
*Aleem Thaver*

*primarily machining and welding. We supply product to some larger agricultural equipment manufacturers, as well as a local department of defense contractor. However we are both 25, and are just starting out in the industry, having trouble selling our products and services due to the fact that the agriculture market is down and everyone is performing their own machine welding in house. I'm used to asking the "boss" for advice on sales, but now I am the boss, and am having a hard time selling or growing our business. We are highly engineering oriented and plan to grow into a large manufacturer of some sort. What's the best way to grow or make new sales at this point?*  
*Jordan*

*Jordan,*  
*Talk to your existing customers and find out why they love you, find out why they buy from you, and find out what else they would like to buy from you. Once you have that information, combine it with a couple video testimonials and make that your sales campaign.*  
*Best regards,*  
*Jeffrey*

Source: Jeffrey Abraham, [www.gitomer.com](http://www.gitomer.com)



## ATTENTION! How to Grab Your Audience by the Throat with Your Very First Sentence . . . and Have Them Begging for More!

I cannot tell you how many sales pitches I have heard that start out something like this:

"Good morning. Thank you for having us here today. We'd like to start out by telling you a little about ourselves."

Noooooooooooooooooooo! Street law: When we start out a speech or sales presentation by talking about "us," here is what the audience is "really" hearing.

"Good morning. Thank you for having us here today. We are more important than you are, so we are going to talk about ourselves first, for God knows how long, and bore you to tears. Cancel the rest of your appointments and don't count on getting anything productive done for the rest of the day."

Superstars start out their presentations by going right to the (client's) heart of the matter . . . with focus and with conviction.

"Good morning, Mr. Client. Let's talk about how we are going to double your revenues this year."

or . . .

"Good morning, Mr. Prospect. We are here to talk about a new product/service that will cut your printing costs by 20% immediately."

or . . .

"Good afternoon, Mr. Developer. Here is our plan to solve the access challenge to your new shopping center."

Lead with your best shot, which is a combination of the client and his needs . . . not yours. If you grab his attention, and solve his problem - trust me - he will get around to your credentials in his own way/time.

Source: Richard Abraham, Mr. Shmooze

# Espresso Coffee

Congratulations on  
your successful  
deal!



Aleem Thaver

**SOLD**

3888 Marine Way, Burnaby BC  
Industrial/Retail Lot with Building — 32,000 sf  
Price: \$2,089,000

Closed  
November 2, 2009

Bill Hamilton

**LEASED**

938A Brunette Avenue, Coquitlam BC  
Retail Space — 810 sf  
Lease Rate: \$1015/mo.

Closed  
November 18, 2009

Daniel Goldstrom/Ken Farn/Julie Stefan

**SOLD**

Clearview Industrial Park, Red Deer AB  
Lot 8B — 1.49 acres  
Price: \$365,000

Closed  
November 18, 2009