



Be informed.  
Be innovative.  
Add value.



### To serve is to rule. Who are you ruling?

*You've all heard the stories - fabulous stories of great service. Nordstrom, Lexus, Auto Zone, Les Schwab, and individuals in small businesses who have gone WAY BEYOND the norm to provide extraordinary service.*

*You have probably heard them enough to make you sick.*

*Especially if your service is lousy.*

*You go to the airport and see some huge banner of an airline BRAGGING about the "satisfaction award" they just won from J.D. Powers. HUH? Am I missing something here? When did an airline deserve to win anything? Maybe the luggage fee award, but I can't see how anyone who makes a customer wait endlessly on the phone, get dinged for everything under the sun, be penalized to change a ticket, and stand on line for an hour to receive "service" just to get a boarding pass and get charged for a bag or two should be rewarded. Help me understand the "award" part of that.*

*But I digress.*

*As a country, each of us has had a wake-up call both in business and individually. Things ain't what they used to be. And in spite of what you may hear or read from some economic or government genius, it will be a long time until things return.*

*Meanwhile in the real world, you and I have a job to do, a business to run, customers to serve, and people to employ, and attitudes (morale) to maintain. Some will take these tasks more seriously than others.*

*And now is not the time to point fingers and blame. Now is the time to take responsibility - personal responsibility - for the outcome of business success, especially your business success. Whether you own it, sell for it, work in it, or are part of the family of someone employed, NOW IS THE TIME.*

*REALITY: There is no handout...er, I mean bailout coming in the mail for you. The check is NOT in the mail.*

*REALITY: You are the bailout. I am the bailout. Together we are the collective bailout.*

*REALITY: Your victory starts with your customer's victory.*

*Without customers, there is no chance of winning. REALITY: There are less customers, and those left have less to spend.*

*NOTE: I didn't say, "nothing to spend," I said "less to spend."*

*Now is the time to think: SERVICE BEFORE SALES.*

*Here are the elements of your bailout, your survival, your sales, and your success:*

*\* **Success starts with attitude training.** If you, or your people, or your co-workers are angry, afraid, or resentful, it will reflect in the way customers are served.*

*\* **Leadership creates the tone, and the environment for success.** Employees look to employers for direction, and to set the example.*

*\* **Attitude starts inside with co-workers and bosses.** Train attitude before you train service - invest in people. Start with real world training.*

*\* **It costs no extra to be friendly.** But friendly is worth a fortune, and a reputation.*

*\* **Identify every service opportunity.** There are probably less than 25 actual opportunities to serve co-workers and customers. Once you identify them, have a company meeting (or meetings) to identify best practices - and dates to IMPLEMENT new and better strategies and expressions.*

*\* **Service is an individual not a company.** Serve for yourself first. This is perhaps the most difficult of all the points I'm making. It means you have to be personally responsible for everything you say and do - for yourself and for others.*

*\* **Service is a personal act of pride, not a chore.** Most people fail to realize how powerful service really is. Service is not a job or a task. It's not a bunch of words you say to others. It's not how you respond and react to a situation. It's not just recovering from an error. Service is being kind, having a heart, and doing the right thing - the best thing- in favor of your customers.*

*Well, there you have it. The secret sauce, the formula, and the actions that will help you through these trying times.*

*GREAT NEWS! If you start today, you'll be just in time to catch the wave of customers as the economy begins to tick up - or should I say up-tick? Either way, the clock is running. Better catch it before it blows by you - to your competition.*

Past week's activities...

## JUST LISTED

For Sale      99-Pad Mobile Home Park  
Development  
Station Crossing Country Estates  
4101 McKinley Road, Lac La Hache BC

17.8 Acres

Price: \$600,000  
Ted Weibelzahl



## Interaction

*Your prospects buy-in by “participating,” not by just “listening” to your pitch. Here’s how to get them engaged.*

We all know how popular Oprah Winfrey is, that she is one of the wealthiest people in the United States with a net worth in excess of \$1 billion. Did you also know that she was voted one of the 100 most influential people of the 20th century? And that some universities offer courses that concentrate on analyzing the “Oprah phenomenon?”

So what’s up with Oprah, and what can we learn from her communication skills that we can apply, this week, to increase production? There is a lot going on here, but one very powerful element emerges that we can all key in on: Oprah’s use of audience interaction. Here’s how it works.

When Oprah presents a show on, say, the dangers of teenage drug abuse...she doesn’t just lecture the audience or roll out an expert for a two-way dialogue. She *engages* the people in the audience, and they stand up and tell their stories - often with wrenching detail. Soon other people join in, “testifying” about their own experiences. The result is not so much a talk show as a “revival,” with people at home being irresistibly drawn into the emotionally charged atmosphere.

Once Oprah stirs everyone up, all she has to do is orchestrate the proceedings and modulate the emotional pitch. And she is the master of occasionally looking straight into the camera so that you feel as if she is talking to you, personally. The key?

Oprah knows what all great entertainers and superior teachers know: people don’t just want to be part of “the audience.” They want to be part of “the show.” Part of the experience, the spectacle. She creates the ultimate bonding experience, the objective of anyone who communicates for a living.

Check out your present pitch. Is it interactive? Does it invite the prospect to be emotionally involved...to “testify” his goals and objectives and, more importantly, his “feelings” about the transaction? That is what great presentations do - in politics, in entertainment and, yes, in business.

Oprah didn’t make a billion dollars from scratch just by being touchy feely. There is a finely tuned communications machine behind her program, with people who know exactly what buttons to push and how to push them. We can learn a lot from their ability to make their buyers the stars of the show!

Source: Richard Abraham, Mr. Shmooze

# Espresso Coffee

Congratulations on  
your successful  
deal!



Peter Seed & Chris Wieser  
**SOLD**

1680 Tranquille Road & 805 Holt Street  
Kamloops BC

Multi-Family Apartment Block  
Sold Price: \$5,000,000

Closed  
November 2, 2009

Don Ellis  
**LEASED**

333 Terminal Avenue, Unit 704  
Vancouver BC

Office Space - 2,530 sf  
Lease Rate: \$4958.83/mo.

Closed  
November 5, 2009

Ken Kiers & Ken Hick  
**SOLD**

2372 Townline Road  
Abbotsford BC  
Manufacturing/Warehouse - 47,400 sf

Sold Price: \$3,150,000

Closed  
November 2, 2009