

Monday Morning coffee

Oct 25
2010



Be Informed.
Be Innovative.
Add Value.

“I’ll have the CHICKEN please!” said the salesman.

Salespeople wanna make sales - and for the most part feel alone in the process.

One of the challenges all salespeople face is: What’s the best way? What is/are the way, the path, the words, and the actions that will lead me to the promised land? The sale.

Well, the one path that all salespeople want to avoid is the one that leads to “no.” Better known in the business as rejection, salespeople will go to great lengths to avoid “no.” Sometimes, many times, they will actually lose the sale by avoiding a situation where ‘no’ is a possibility.

NOTE WELL: I’m trying to be nice and write this in the third person, so as not to make you feel less than whole. But these conditions in the main refer to, and apply to, YOU. And I recommend that as you read them, you take specific notes as to how you can improve the weaknesses I’m addressing.

In no particular order, here are the examples and pitfalls of the actions you take or omit to avoid “no.” And here are the grim reality bites of what you will and won’t do:

- Try to please everyone, without following the fundamental rules of salesmanship.
- Willing to give a proposal without demanding an exact time and place for a face to face follow-up meeting to go over it with all decision makers.
- Won’t ask to change or modify the terms of a bid or a proposal that would put you in a more favorable condition (years in business, video testimonials to prove your claims, financial worth).
- Failure to get to a decision maker for fear of going around or over the person you’re meeting with. Sometimes you won’t go over someone’s head because you have nothing of value to give them other than your sales pitch.
- Won’t start higher up the ladder on a sale, because you’re afraid to go beyond your comfort level of sales.
- Accept the first no or I’m not interested as a final answer, and leave, rather than try to be rejected three or four times in the same call.
- Call reluctant on cold calls instead of being prepared with a value message and confidence based on deep belief that the customer is better off having purchased from you.

NAI Commercial

Commercial Real Estate Services, Worldwide.

JUST LISTED

FOR SALE

Industrial Property - 44,366 sq ft
8035 Alexander Road
Delta, BC
Price: \$4,690,000
Alf Sanderson & Delon Cheung



Land - 4.2 acres
Lot A - Dewolf Way
Merritt, BC
Price: \$749,000
Chris Langhaug & Ted Weibelzahl

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Lender Solutions Group

Lender Solutions Group

We have rebranded our “Insolvency Practice” and tried to heighten its importance and visibility by giving these specialists a more robust web presence within our website.

Please check it out :

[Lender Solutions Group Page](#)

- Call reluctant on follow-up because you don’t want to get rejected. Reality: you have nothing of value to say or offer and just want the money.
- Have five big customers but no ideas to call them with other than to ask for more business. So you don’t call (and you miss an opportunity that your competitor grabs).
- Won’t call to confirm an appointment for fear it will be canceled. Because you have given no perceived value.
- Won’t leave a voice mail. You know your call won’t be returned because you have/had nothing of value to say.

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- Will email when you should call, and wonder why it goes unreturned or worse, unopened.
- Will phone or email when you should visit. You think it's "safe" when in reality it's delaying the sale.
- Taking the wrong approach. Looking for pain, because you don't understand any other way. Why not look for pleasure?
- Not using testimonials as final proof.

And then there are the 5 game changing elements of a sale that require your courage and intestinal fortitude. (Also known as having the guts to do, say, or pull it off.)

1. You won't demand to be in on the final meeting – where the decision is really made.
2. You won't call an angry customer back – and pass the complaint off to someone else, making the customer even angrier.
3. You will let accounting handle collections, and damage your relationship.
4. You don't have the guts to tell someone "no," when the situation just won't work.
5. You don't do what's best for the customer. Offer a different product, a different service, even a different company, because you're afraid to lose a sale or a commission.

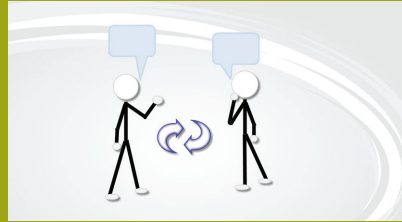
Salespeople develop these "chicken" habits as they mature (or immature) in their career, based on their actions and reactions, and the actions and reactions of others.

- You walk on eggshells so as not to offend.
- You get stepped on and pushed aside by prospects.
- You take it on the chin from all people all the time.
- You try to mirror instead of harmonize.
- You're scared to lose the sale (money) rather than doing the right thing, and helping the customer.
- You're scared to ask for the sale for fear of rejection.
- You think you're alone in the selling process.
- You're asking for referrals rather than earning them.

Well, that's enough evidence for you to change out of your chicken suit, and put on some designer clothes. Look the part, act the part, prove the part, and you'll get the part – and the order.

Source: Jeffrey Gitomer, www.gitomer.com

A Little Interaction Goes a Long Way



Great teachers know that kids engage more enthusiastically and retain much more information if a subject is introduced through an interactive exercise as opposed to a one way lecture. Learning by

doing is a well documented educational technique.

The same exact principle applies to sales. Most customers would much rather be "involved" in a sales meeting than simply sit back and be lectured. Not only will they enjoy the experience much more, but if done well they will become emotionally involved and take a personal stake in the outcome of the discussion.

The key then is figuring out how to convert a one way presentation into an interactive experience. Retail salespeople obviously get the point . . . that is why car salespeople are so anxious to get us to drive the car, and salespeople at the cosmetic counter want to apply their products so we can touch and smell them. But what about in a pure B to B context?

Obviously converting a one way presentation to a two way discussion, including open ended questions (who, what, when, where, why) is the classic approach. I also like to add some calculations to the mix if I can. For example, ". . . how much do you think it costs the company when an employee turns over? How many turnover per year?" I have also seen some nice interactive work conducted by financial planners in which they sit side by side with a client and run various investment scenarios together.

Whatever the case, try to find ways to get the customer involved in the discourse. Remember, no matter how good a salesperson you are, no one can sell a customer like he can sell himself, so give him a chance by inviting him to be part of the show.

Source: Richard Abraham, *Mr. Shmooze*



Listing Proposal – An Update

We have good templates available for our listing proposals. But too many of you are taking these templates adding some brief property specific data and wonder later why you did not win the listing.

A 30 page stock template will not get you the business. Here are some thoughts to consider:

- Content Rules!
- Tailor your presentation package to fit the client
- Use picture/visuals that are tailored to the client
- Use an executive summary
- Personalize that summary by signing it
- Your presentation needs to speak to the client so speak from the heart
- Know your market; show your knowledge
- Use lots of comparables

You may not have sold the most product in the target market but you **can** be the most informed

And remember: our clients are buying our energy, nothing else....
so let it show!

Property photo				
Property Street Address Marketing Proposal				
Prepared for: Name		Prepared by: Broker Name Associate		
		Prepared on: Date, 2010		
NAI Commercial 100 – 535 Thurlow Street Vancouver, B.C. V6E 3L2 tel: 604-683-7535 fax: 604-691-6688 www.naicommercial.ca				



Espresso Coffee

Congratulations on
Your Successful
Deal

Angie & Don MacDonald
SOLD

20609 Logan Ave
Langley, BC

Free Standing Commercial Building - 4,000 sq.ft
Price: 1,000,000

Closed
October 22, 2010

Cole Maedel
SOLD

2145-13700 Mayfield Pl
Richmond, BC

Industrial
\$505,000

Closed
October 19, 2010

Rainer Ohashi
LEASED

2115-1225 Kingsway Ave
Vancouver, BC

Industrial

Closed
October 15, 2010