

Monday Morning coffee

July 26
2010



Be Informed.
Be Innovative.
Add Value.

How are you educating and training your employees... and yourself?

I just read a pathetic sales pitch from an email where a “training company” was telling me why training fails, and offering what THEY thought was the best way to approach the process.

Seems as though they solicited the opinions of ten or twelve people - most of whom haven’t sold anything in years (or ever) nor have they ever trained anyone - and are offering their advice in an email - in other words, not enough of a relationship, or lack of guts, to make a phone call. YIKES!

Sending this type of random information to random people is bound to have a few short-term successes, but the vast majority of people will hit the “delete” key without a second thought. YIKES!

Here’s the essence of their claim about why training fails:

Monotonous: Training was developed based on one or a few individuals experience

Overpriced: Too expensive in terms of a financial commitment or human capital requirement

No true blended learning solution (Was either too much online or in the classroom)

Unaccountability: Was not being supported, tracked or reinforced by management

Learning wasn’t being tied into current business metrics

Huh? This information is not only totally inaccurate; it’s also dangerous. And buzzwords like blended learning and business metrics without explanation are as empty as the results will be for the people that take this type of training. Can someone please tell me what a business metric is anyway?

REALITY: I just did a four-day, 23-hour marathon boot camp and had 100% of the people paying 100% attention, 100% of the time. The attendees paid plenty, got 100 times their money’s worth (captured in video testimonial), and didn’t care about blending, metrics, or any other convenient training buzzword.

What they got was value.
What they got was real world.
What they got was new information.
What they got was immediately applicable.
And that’s what they were hoping for.

The reality is, the new world of learning requires much more than rhetoric to be effective. It requires a series of elements that **MUST** be present, or the training won’t produce the results that

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Is Your Message “Concrete?”

Authors Chip Smith and Don Heath cover an interesting selling dynamic in their book, “Made to Stick.” The authors cite all sorts of research and findings about how the buyer’s memory works, and there is one point in particular that stands out to me as a salesperson. That is, our buyers are much more likely to remember an important part of our value proposition if it is communicated to them in concrete rather than abstract imaging. Here is an example.

Let’s say I am a financial planner and I have an offering I want to communicate to my client that is potentially the fastest growing investment vehicle I represent. I could say, “Bob, I have one investment here that I think could really take off and become a high performance part of your portfolio.” Or I could say, “Bob, this next investment I am going to talk about is what I call my Porsche offering. It is not for everybody and involves some risk but it has the potential to really take off if the patents they have pending are approved.” According to Smith and Heath, by converting the more abstract phrase of “high performance” with the concrete imaging of a “Porsche,” we greatly increase the clarity and impact of the statement.



There is a secondary benefit to such translation as well. Brands like Porsche and Tiffany and Rolex have established powerful reputations and imagery over many years and through

millions of dollars of marketing and advertising. Yet it costs us absolutely nothing to leverage such powerful brand recognition to create memorable points about our own goods and services to our customers.

This week, think about your own value proposition and experiment with ways to convert abstract features and benefits to more concrete images. It does not always have to involve linking to a famous brand. It could just be a matter of slightly changing a phrase from “very strong” to “rock solid.” Part of the fun of the selling game is the never ending honing of our presentation and messaging, and using concrete imaging can have a big impact on the impressions we make.

Source: Richard Abraham, Mr. Shmooze

senior management is hoping for.

It's not about opinion. It's not about buzzwords that no one can understand, let alone relate to. It's about the voice of customer, and understandable concepts that can be converted into sales. Money.

Here are the uncompromising elements that training must include:

- The world-class, real-world expertise of the trainer - one or many
- Acceptability of the trainer to the students
- Willingness of the students to learn and apply
- Relatable ideas and concepts to each participant
- Proven strategies - no theory or pie in the sky
- Individual elements of the selling process that don't manipulate - not a system
- Real-world personalized information in harmony with the market
- Transferable concepts that learners can see themselves doing
- A learning environment that encourages students to succeed
- Actionable elements that can be used immediately and successfully
- Timed online reinforcement must exist beyond the classroom lessons
- Using the voice of the customer to reinforce the lesson and salespeople belief
- Measurable success by two simple measurements -- increase in sales and increase in customer loyalty, NOT ROI or some other phony justification measurement
- Before, during, and after the training, leadership that coaches with encouragement on a daily basis.

That's training.
That's education.
That's interactivity.
That's layers of learning.
That's transferable concepts.
That's real world applicable.
That's money in the bank.

REALITY: In this economy you need real answers. You cannot take a chance on unproven facts or people.

CAUTION: If you're looking for real-world sales training that works and earns a measurable return, don't get the opinions of executives - don't listen to self proclaimed "experts" that haven't made millions of dollars worth of sales themselves - and don't have at least six (coherent) bestselling books on the subject.

ANSWER: Identify the needs of your salespeople, and create answers based on your customers opinions and reasons for buying. Then find someone who can deliver a compelling, inspirational message that encourages your sales team to create the only thing that will win in this economy: New sales.

Source: Jeffrey Gitomer, www.gitomer.com

JUST LISTED

FOR SALE

South Vancouver Public Storage

8399 Ontario St
Vancouver, B.C.
Price: \$5,100,000
Ken Kiers and Ken Hick



Prime Waterfront Building Retail/Residential - 5,938 s.f.

15057 Marine Drive
White Rock, B.C.
Price: \$2,490,000 (Price Reduced)
Greg McPhie



Halston Mini-Storage - 3 acres lot

1271 D Salish Road
Kamloops, B.C.
Price: \$2,435,000
Michael Marckwort & Gabriel Bartak



16 suites Multi-Family Building

3118 - 3rd Ave
Port Alberni, B.C.
Price: \$1,200,00
Gurdev Sandhu & Varinder Grewal



Residential Land - 10,850 s.f.

1080 Lytton Street
North Vancouver, B.C.
Price: \$550,00
Gurdev Sandhu & Varinder Grewal

FOR LEASE

New Dynamic Retail Development Opportunity

Units from 5,000 to 50,000 sf
602 Boleskine
at Douglas Street & Saanich Road
Victoria, B.C.
Ken Featherby



Warehouse & Office - 12,735 s.f.

Units 1-6, 5965 - 205A Street
Langley, BC
Don & Angie MacDonald & Todd Bohn



Retail - 2,300 s.f.

5844 Glover Road
Langley, BC
Don MacDonald & Todd Bohn



Espresso Coffee

Congratulations on
Your Successful
Deal

JD Murray
SOLD

245 Ewen Ave
New Westminster, BC

Industrial Land -20,724 sf
Price: \$600,000

Closed
July 21, 2010



Don MacDonald & Todd Bohn
LEASED

107-2677 192nd St
Surrey, BC

Industrial

Closed
July 21, 2010



Don MacDonald & Todd Bohn
LEASED

100-20171 92A Ave
Langley, BC

Office

Closed
July 23, 2010