

# Monday Morning coffee

Nov 1  
2010



Be Informed.  
Be Innovative.  
Add Value.

## NAI Commercial

Commercial Real Estate Services, Worldwide.

## Happy Halloween! What did you go as? I was a salesman.

This was emailed to me yesterday on Halloween:

Jeffrey,

Here's why Halloween should be a national sales holiday:

On Halloween: Trick or Treaters are really salespeople in disguise!

1. Trick or treaters dress for success.
2. The most effective trick or treaters plan their routes wisely to maximize their time in the field.
3. The most successful trick or treaters start early and work late.
4. The most successful trick or treaters ask for the order! (Trick or Treat?)
5. The most successful trick or treaters network to find out where the best treats are to be found.
6. It's a night filled with cold calling.
7. Savvy treaters have been known to try to ask for their fair share, wait a while, and return for an up sell.
8. If you want to make more treats, you have to make more calls.
9. Smart treaters always say thank you.
10. At the end of the day, if you didn't get all the treats you wanted, you only have yourself to blame.

Happy Halloween!  
Andy Dix

I smiled when I read it -- like you just did. Then I thought about it again when I went over to my daughter's (and granddaughters') house to watch and participate in the Halloween festivities.

Here is the rest of the list to prove that Halloween is not only a sales holiday, it's a sales event, a sales process, and THE sales lesson of all time. And you thought it was all about the candy.

1. Planning and preparation. Many people (and kids) plan their costume months in advance. And treats must be

## JUST LISTED

### FOR SALE

#### Land Development Site - 119 Acres

770 East Highway 16  
Prince George, BC  
Price: \$4,750,000  
Peter Seed & Chris Wieser

#### Prime Location Property - 2,000 sq. ft.

(office, retail or restaurant)  
6105 Pat Bay Highway  
Victoria, BC  
Price: \$549,000  
Kyle Porter



#### Demitasse Cafe - 2,400 sq. ft.

Funky heritage space at  
Blanshard St. & Johnson St.  
Victoria, BC  
60 seats.  
Price: \$145,000  
David Brumby

purchased or prepared in advance of all hallows eve. There are thousands of adult costume parties the Saturday night before the actual holiday. Seems as though this is an all-inclusive holiday.

2. Creativity. Halloween is all about creativity. Hours are spent deciding and preparing the right costume. Adults and kids alike are in heavy creative zone to make their costume the BEST. I believe that the most cumulative creative time you've spent in your life is about Halloween.
3. Positive anticipation. Not just of the holiday, but the day of Halloween. Every kid is chomping at the bit to go out and "trick or treat"
4. You (or your kid) make the sale at every home. As long as a light is on, you know you're going to get a treat.
5. Halloween builds self-confidence. Reward after reward. Treat after treat. It all adds up to a positive self-image and

the self-confidence to continue.

6. Immediate gratification. Show up. Be dressed. Ask for the sale. Get the prize. Is this a great holiday, or what? And the next sale is just 25 feet away.
7. Your coach is with you every step of the way. If you're under ten years old, it's likely that your sales coach (mother or father) is right there with you, helping smooth out your approach, and complete more deals. They will work for peanuts - well, maybe peanut M&M's -- and they have your best interest at heart.
8. Celebrate with parents and loved ones. When you get home after your neighborhood sales calls, er, I mean house calls, the family is there to greet you and congratulate you. You dump out everything on the floor or a table and begin to survey your "loot." Of course, everyone is ooing and ahing at your candy haul.
9. Victory never tasted so sweet. I'm certain (if you're anything like me) that you ate a few pieces of candy as you were walking around. Now that you're home you can taste your success until you've had your fill, and still have enough left over for days - maybe weeks.
10. Do it again next year. No one ever says, "Hey, we did Halloween last year, let's skip a few years." NO! It's an annual tradition, unless you live in New Orleans, where celebrations and costumes happen all the time.
- 10.5 It's a blast. Whether you went to a party, or went trick or treating around the neighborhood, you had a blast, and can't wait to do it again.

Halloween. It's not just a kid's holiday. It's a sales holiday, and a personal development holiday. It's a festival of celebration and success.

I hope you had one. I hope you took advantage of the opportunities it offered. And I hope to see you on the streets next year.

I'll be dressed as former Philadelphia Phillies first basemen *John Kruck*. *I'm not going as an athlete - I'm going as a ball player. Boo. (It's a Philly tradition)*

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

## What's in It for (the Buyer) Me?

I am working on an assignment that has afforded me a fair amount of buying influence. The word is getting around, and I am receiving a lot of voice mails from vendors and suppliers that go something like this.

"This is Tom Smith with XYZ Company. I understand that you will be making purchasing decisions and I would like to arrange a time to stop by to introduce myself and to tell you about my company. Please give me a call back."

Of course I have not returned any of those calls for a pretty simple reason. Why should I? The voice mail sounds like dozens of others I have received and it gives me no compelling reason whatsoever to be curious. Worst of all, the message does not answer the classic buyer/seller question . . . what's in it for me?

Cold calling and voice mails are a waste of time at best and annoying at worst unless they are constructed around a specific value proposition based upon some meaningful research. The following is an example of a voice mail I might respond to.

"This is Tom Smith with XYZ Company. We have done some research and understand that you are contemplating a window change at the ABC Building. There is some great new technology available that could save a lot of installation time and up to 30% on the project. It would take just 20 minutes or so to introduce you to this methodology. Could we arrange to meet?"

See the difference? The first caller wants to set up a BS session. The second caller has gone to the effort of figuring out a real need and has a specific solution in mind to address it.

Voice mails can be an effective way to set up the next real time call, but only if we pique the listener's interest in the process. The best way to test our voice mails is to ask ourselves if we would jump on them if we were on the other end of the calls. If we do not have a compelling message to leave . . . we should hold off until we can conduct our research and develop one.

Source: Richard Abraham, Mr. Shmooze

## Ten



Take a moment and examine objectively how many of these losing commandments were practised by you during the past few years.

**TEN COMMANDMENTS FOR LOSING**

1. Quit taking risks! – Let someone else stick his neck out.
2. Be content! - Be satisfied with the status quo.
3. What would my predecessors have done? – Look back at the past.
4. Don't change a successful strategy! – Stick with proven policies, even if the environment changes.
5. Be inflexible! – Stay the course no matter what.
6. Rely on experts to make the decision! – Pass the buck and practise paralysis through analysis.
7. Be more concerned with status than service! – Neglect the grass roots for the perks and prestige of your position.
8. Concentrate on your competitors instead of your customers! – Win the competitive battle and lose the market war.
9. Put yourself first! – Never admit to a mistake. Blame everybody else, particularly the outside world.
10. Practise T-G-E! – That's good enough for me, for the company and for the customer.

Robert C. Goizueta  
Former CEO Coca Cola



# Espresso Coffee

Congratulations on  
Your Successful  
Deal

Peter Seed & Chris Wieser  
**SOLD**

22182 Dewdney Trunk Rd  
Maple Ridge, BC

Villa Maria Apartment Building - 30 Suites  
Price: \$2,710,000

Closed  
October 29, 2010

Don Ellis  
**LEASED**

650 Columbia St  
New Westminister, BC

Office - 2,782 sq ft

Closed  
October 26, 2010