

# Monday Morning coffee

Nov 22  
2010



Be Informed.  
Be Innovative.  
Add Value.

## NAI Commercial

Commercial Real Estate Services, Worldwide.

Set the **hook**,  
get the **click**,  
capture the email  
address, and  
bank the **money**

I got an unsolicited email this morning that gave me no choice but to read it. My interest had to do with the subject line, the headline, the design of the content, and the copy.



The subject line was: Jeffrey,  
How to go from market  
penetration to domination. Ok, I clicked to open:

Then the headline: What one thing determines your success in business, more than any other single factor? Ok, I read it. The very tastefully designed letter said:

Hello Jeffrey,

This is Robert Clay.

If you were asked what one thing determines your success in business more than any other single factor, what would you answer?

Perhaps you'd say it was down to the quality of your product or service, or your people, or trust, or competitive prices, or availability, or profitability, or the number of customers who return to do business with you again.

These are the responses I get all the time. While they're all good answers, the biggest factor that determines your success in the marketplace is one that is hardly ever written or spoken about ... and in ten years not one person, out of the thousands I've asked, has been able to tell me what it is.

Perhaps you've heard me speaking on the subject in the past, or read about it in my book. The point is, once you know that one factor that makes a world of difference, you can take a few simple steps to move your business from market penetration to market domination.

## JUST LISTED

### FOR LEASE

#### Retail - 1,223 sq ft

20591 Fraser Hwy  
Langley, BC  
Lease Rate: \$14.75 per sf  
Don MacDonald & Todd Bohn

#### Office - 1,254 sq ft

205-22314 Fraser Hwy  
Langley, BC  
Lease Rate: \$14.00 per sf  
Angie MacDonald

Just look at Google who now have 85% of the global search engine market; and Apple, now the world's most valuable technology company, who dominate the market for music players, smartphones, computers priced over £600, and now tablet computers too.

When times are tough you REALLY need to work smart. You need to do what Google, Apple and others have done. You need to know that one factor that can change everything for you.

That factor is explained in my book on Page 10. And you're welcome to download a copy with my compliments, with absolutely no obligation. Just click here, enter your name and email address, click the confirm link on the email you receive and you'll be taken to a page where you can download the book immediately.

If you enjoy the book, let me know. If what you learn leads to the transformation of your business, as it has for some, then be sure to let me know!

Click here to get your copy of my book, with my compliments.

Warmest Wishes,

Robert Clay?  
Marketing Wizdom Ltd

Ok, I clicked, subscribed and downloaded the free book, and immediately went to page 10 to find the answer... Eh, not so fast. That's not what this lesson is about. The point of this article is for you to see what Robert Clay's writing was about, what got me to "click," and most important: how can you use these same elements in your communications – both as email cold calls, and email follow-ups.

The object of an email is NOT to get it opened and read. The object of an email is to get RESPONSE. Positive response.

Here are the "buttons" Robert Clay pushed to make me "click here" to get the free report and the answer to his headline question:

- He asked me provocative questions.
- He made me curious.
- The letter had value-driven engagement.
- The message had perceived value to me as a reader.
- The letter had a free "hook" offer that promised "value-first."
- The letter had NO offer or obligation to buy anything.
- Clay offered new information.
- Clay offered success information.
- The letter offered something about or for ME!
- The letter had the lure of an "answer" about something I want.
- The letter met a now-need that I have (timing of the message). I want to know this, or have this, NOW.

The reason I'm sharing this information is not to prove a point, or even to provide an "AHA." I'm giving you this information and challenging you to take a close look at the way you send emails, and the way they are responded to (or not).

Now that you have seen what makes me click, why not study what makes your customers and prospective customers click. What's their button? What answers are they looking for? Where's your value?

Or are you just "checking in" or "touching base," making a feeble (and obvious) attempt at trolling for dollars.

In today's world you have no choice but to be seen, known, and perceived as a person of value if you want to differentiate yourself, make the sale, and build the relationship.

Every sales oriented email you send should answer the question, "Where's the value?"

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



## K.I.S.S.

Crime novelist Elmore Leonard was once asked how he kept his novels so taut and riveting. "Simple," he said. "By keeping out the parts that people skip."

Oh man, if only salespeople would follow that advice. But how many times have you been cornered by a salesperson who is absolutely determined to follow a feature loaded script, who talks WAY more than he listens, who reads every single line of the Power Point slides even though you can read those lines 8x faster than he can speak them, and you are bored to tears while you wait for him to catch up.

And how about those proposals that read like War and Peace? All you want to read are the strategy and solutions in the executive summary along with the pricing, but they are imbedded somewhere in Tab G behind the bios you did not ask for and a history of the firm and its founders.

Great salespeople know that by "keeping out the parts that people skip," they can place all of their focus and intensity on the only things buyers care about . . . themselves. Anything we say, anything we write and anything we do in a sales presentation should tie right back to the buyer and his hopes, dreams and aspirations. Everything else is puffery and fluff and will be relegated to the wastebasket with all the other things that "people skip."

Remember, the more we say, the less they hear, so we all need to remember to K.I.S.S.

Source: Richard Abraham, Mr. Shmooze

# Build on the Power of Our Network.



NAI Global is the world's premier network of commercial real estate firms and one of the largest real estate service providers worldwide. Our unique "managed" network structure combines local experts in over 350 offices around the world with regional management, global infrastructure, best practices and technology to provide our clients with consistent, quality results.

- Over 5,000 professionals
- More than 350 offices worldwide
- Local experts in 55+ countries
- 300 million SF of property managed
- \$45 billion in annual transaction volume

NAI Global is a trusted partner, committed to your long-term success.

NAI Global works with leading corporations, private and institutional investors and government entities locally, regionally and around the world. Whether it is negotiating a lease, disposing of an asset or optimizing a global portfolio, we offer flexible, customized solutions designed to advance each client's specific goals.



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Commercial Real Estate Services, Worldwide.

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# Espresso Coffee

Congratulations on  
Your Successful  
Deal

Terry Harding & Jackson Tang

**SOLD**

441 Ninth Ave  
New Westminister, BC

Multi-Family Building  
Price: \$1,610,000

Closed  
November 18, 2010

Bill Hamilton

**SOLD**

6-15243 91st Ave  
Surrey, BC

Office  
Price: \$580,000

Closed  
November 15, 2010

Bill Hamilton

**LEASED**

207-931 Brunette Ave  
Coquitlam, BC

Office

Closed  
November 15, 2010