

Monday Morning coffee

Aug 30
2010



Be Informed.
Be Innovative.
Add Value.

NAI Commercial

Commercial Real Estate Services, Worldwide.

Wanna raise your percentage of sales success? Change your prospect.

Where are you on the percentage scale of sales?

How many out of ten can you close?

Well, Mr. or Mrs. Sales-Big-Shot, forget your percentage. It ain't all that good anyway. If you want to raise it by 50% - you heard me, FIFTY percent - just change the TYPE of sale you're making.

Huh?

The type of sale you make has more to do with why you're making it, and who you're making it with, than your fancy, manipulative, pushy closing techniques.

The old sales adage goes, all things being equal, people want to do business with their friends. And to that I respond: All things being not quite so equal, people STILL want to do business with their friends.

Well, let's look behind that adage.

What are the "types" of sales call you can make? Last week I listed them and gave some insight as to why. This week I'm giving you the insight and the reality.

THE Lowest percentage: Cold call. Face it, the cold call is diminishing. Voicemail and security have taken away all the fun. Successful penetration is sporadic and there are MUCH better avenues of approach. PLUS, cold calling pisses people off.

Low percentage: Appointed sales call from a cold call. If you are lucky (or good) enough to have made an appointment someplace, this is okay, but still a low percentage based on the lack of qualification as to need. Hard work needed: There's no real formula for cold call success, but you can be smart about it - calling at the right times, a bit of pre-call research, and a ton of personal preparation in both sales training and category selection.

Selling Through Relationships

I want to step back this week and revisit how this whole "Mr. Shmooze" thing started, because it is at the core of everything we do with our research and our writing.

Years ago, I became fascinated, both as a buyer and a seller, with people who could make a difference by sheer force of their personalities and will. In other words, while the product or service they were representing were obviously key, these special people could add to the appeal of them through their own, unique communications skills and selling styles. That set me off on a journey I continue to make today in the quest of understanding, and passing along, the magic such people create in the course of pursuing their life's work.

If you have read my book and my columns over the years, you know by now that the chemistry these people generate is the result of hundreds of little things they do, day in and day out, to make their lives, and the lives of the people around them, a little more interesting, a little more intriguing, a little more exciting. They are experts at breaking people's routines, even if only for a few minutes, drawing people's attention and emotions to higher levels, creating memorable occasions along the way.

I have always said that a salesperson, or any person who wants to build relationships, can boil down his or her interaction with other people to a simple question. As you part company, does the other person feel the same, worse, or better for having spent a few moments of his or her life with you? If the answer is consistently "better," you will be unstoppable as a relationship builder and as a human being.

Source: Richard Abraham, Mr. Shmooze

Fair percentage: A response from an ad, or direct mail, or an unsolicited email campaign. Better than a cold call, but not by much. Most of these inquiries are about “how much?”

Semi-good percentage: Appointed sales call from a networking event or trade show. At least there has been some contact. You have a name, a card, and a person somewhat willing to take your call and make an appointment. **Hard work needed:** A networking plan and a 30-second personal commercial to qualify the prospect faster. Then there is the networking itself. Invest the time and work the plan. It will pay HUGE financial and personal dividends.

Pretty good percentage: A social media inquiry. A report card on your presence, or lack there of. These people are saying, “I follow you, and like what you have to say, and want to know more. This is the new cold call, you just haven’t figured it out yet.

Pretty good percentage: A web inquiry. Someone asking for more info from your website either on a web-call or a direct call is also a report card. It says your site is both interesting and navigable.

Pretty good percentage: An email blast to your existing customers. These are people who have already purchased. You have already established value and built confidence – maybe even some trust.

Good percentage: Proactive call from a prospect. Knows of you, interested, and wants more help. Can you convert?

Real good percentage: A referral from another customer. Should be a sale every time.

Real good percentage: An unsolicited referral. Hard work needed to get them: easy to convert once they call.

Highest percentage: Sale or reorder from a present customer they know you, like you, trust you believe in you and have confidence you’ll deliver. **Hard work needed:** Service between the sale. Stay in front of with value. Develop a relationship. Build trust through performance. Help them build their business. **REALITY:** None of this occurs making a cold call and running to the next.

Source: Jeffrey Gitomer, www.gitomer.com

JUST LISTED

FOR SALE

Free Standing Retail Building 35,419 sq ft

5735 - 203rd Street, Langley
Price: \$3,250,000
Don & Angie MacDonald



Free Standing Warehouse Building 15,376 sq.ft.

5349 - 273A Street
Price: \$2,600,000
Don & Angie MacDonald



Agricultural Land and business 14.26 acres

32013 Harris Road, Abbotsford
Price: \$2,280,000
Elizabeth Wozniczko

FOR LEASE

Industrial - 2,000 s.f.

#3 - 27250 - 58 Crescent, Langley
Lease Rate: \$7.95
Ted Weibalzahl

Warehouse / Shop- 2,882 s.f.

1025 Royal Ave, New Westminster
Bill Hamilton