

Monday Morning coffee

Jan 25
2010



Be Informed.
Be Innovative.
Add Value.

NAI Commercial

Commercial Real Estate Services, Worldwide.

Holiday sounding-boards! Be certain to take advantage of them.



Most people surround themselves with some kind of family during the holiday season. If you are among the lucky ones, now is the perfect time to talk to them about your success plans for next year.

RULE ONE: You can talk about what happened last year, but only if you also include the lessons you've learned and the successes you've experienced.

Positive talk and lessons learned induce others to talk about their positive events and their lessons learned.

Many people struggled last year. You may be among them. Or your relatives may be among them. And as your conversation (story telling) evolves, you have choices. I recommend that you choose to not lament what didn't happen and focus on what DID happen.

Once you get into the groove of talking out last year, and somehow recalling the good (finding the pony inside a barn of horse manure), it will give you an opportunity to begin to talk about and clarify what you intend to do next year.

When you talk about what you intend to do next year, it will begin to clarify it in your own mind. Hearing yourself say the things that you've been thinking about will affirm and strengthen your belief, the validity of your goals and your ideas, and increase your own determination to achieve. All from saying aloud that which you've been thinking.

But there's a bonus. By talking your plans out loud, you're indirectly soliciting two things: Positive feedback, and the support of others. Your family is who you love. Maybe not all of them. But certainly the select few. Those are the ones who can give you the most support

and encouragement to help you achieve your next year's goals.

As you begin talking, I recommend you keep your laptop close by, so that as you clarify your thinking, your ideas, your goals, and your intentions you can document them. A simple word file will do. Something you can expand on as you begin to write them down.

PERSONAL NOTE: Every time I have ever talked out, or talked out loud, my ideas and my goals I have always rushed to document them and have, more often than not, achieved them as a result of that action.

When you start out on the first of the year to achieve your goals and dreams, you have every intension of achieving them. Reality dictates that some (or many) won't make it to the finish line.

Part of the reason people don't achieve their goals is that they haven't clarified them in their own mind before they begin the achievement process. Stating them aloud is an important part of this clarification process. You're not simply telling others, you're also telling yourself. As you're speaking, you're also thinking and expanding your own thoughts to where they make sense to everyone – including you. The more you talk about them, the more clear they become, the more actionable they become, and the deeper your belief in them grows.

Your family gathering is an important, emotional part of your growth. Seek out the people you respect the most. Talk to them as openly as possible. Brace yourself for their honest feedback, Make certain that you keep it positive. Make certain that you keep it truthful. Make certain that you keep it engaging. And as you're looking for opinions and ideas, make certain that you also enlist their support. Tell them you're counting on them. Tell them how grateful you are for their support and thank them in advance.

Source: Jeffrey Gitomer, www.gitomer.com

JUST LISTED

For Sale High Exposure Industrial Site - 2.21 acres
Tilbury Industrial Park
7620 Vantage Way
Delta, BC
Price: \$2,500,000
Greg McPhie



For Lease Office Space - 1,137 sf
1 F 1925 McCallum Road
Abbotsford, BC
Lease Rate: \$25.00/sf
Brian Larrivee

For Lease Retail Space - 1,000 sf
1975 McCallum Road
Abbotsford, BC
Lease Rate: \$28.00/sf
Brian Larrivee

My Top Ten Rule

There are some great CRM (Customer Relationship Management) programs out there, and they can be particularly useful in keeping track of lots of clients, as well as internal communications among the sales team and sales managers. Personally, since I like to keep things simple, I also use a top 10 rule, which goes something like this.

Every Sunday night, it has become a ritual for me now, I clear the decks and make a new list of my top 10 clients. Usually the list does not change much, if at all, from the week before, but occasionally someone will drop off and be replaced by another client. Anyway, I take a legal pad, and I write each client's name on a separate page. Sometimes I add some comments, but often I leave the pages blank.

On Monday morning, before I do anything else relative to work, that is, before I check voice mails, or emails or go to a meeting, I take my legal pad and look at the first client name. I then write out the following phrase: "This is Monday. Today I am going to ____ for my client." Whatever I have written down, I will follow up on, preferably, right at that moment. I then turn the page to my next client. Same drill. "This is Monday, today I am going to do ____ for my client." I go through each of my top 10 clients that way. On Tuesday, I do it again. By the end of the week, those pages are filled with things, large and small, I have done for my clients. Obviously, there will be some days I will not do anything for a client. But do you know what the funny thing is about this system? It forces me to stop and focus, even just for a minute . . . to think about how important a particular client is to me, and you might be surprised how often I come up with something positive I can do for him/her.

One great salesman I know uses a similar method he calls, "Stop, Think and Act." Same principle . . . rather than pile up to do lists, he identifies his top customers and prospects, stops, thinks and looks at them every day, then does something, right then, in real time. This is the sense of urgency and action nearly every top salesperson I know delivers. Because they also know that selling is ultimately a game of action . . . action right now . . . and action again, tomorrow.

Source: Richard Abraham, Mr. Shmooze



Espresso Coffee

**Congratulations on
Your Successful
Deal**

**Rick Lui & Sash Sasidharan
SOLD**

2675 Burleigh Ave
Port Coquitlam, BC

Land
Price: \$3,925,000

Closed
January 15, 2010

**Gary Haukeland & JD Murray
SOLD**

43779 - 43797 Progress Way
Chilliwack, BC

Land
Price: \$1,750,000

Closed
January 19, 2010

**Angie & Don MacDonald
LEASED**

101-19099 25th Ave
Surrey, BC

Office - 3,000 sf

Closed
January 21, 2010