

Monday Morning coffee

July 5
2010



Be Informed.
Be Innovative.
Add Value.

NAI Commercial

Commercial Real Estate Services, Worldwide.

The lost opportunity—your seminar notes. What do you do?

You're at a seminar.
Great information is being offered.
Information that will help you succeed.
Your mind is open.
You're taking notes.
Recording what is being said.
Even taking snapshots of slides.
You take in the talk, and get your own ideas.
Great ideas that you know you can use and you know will benefit you and others, ideas you can turn into money.
You are pumped!

You make a mental commitment the moment you write each note: "change cold calls to referrals" – "be more creative and daring when leaving a voicemail" – "sell value, not price" – "get more video testimonials." But then you don't fulfill them when you get home. Why?

They seemed like great ideas at the time.
You had AHA's and epiphanies at the event.
And you wrote notes that were golden.

But something happened between the seminar room and your first moments back at work. ANSWER: You dropped the ball. The mental ball. The focus ball. The commitment to yourself ball. And maybe even the success ball.

Whether you were at a trade show, an annual meeting, an association meeting, or a business event, what you decided to do IMMEDIATELY AFTER the event determined your fate.

If you chose wine, beer, liquor, socialization, partying, TV, or some other form of time-wasting (self-destructive) activity, you lost the opportunity to formalize your information, expand your thoughts, and cement your self-commitment.

POINT OF UNDERSTANDING: At any information event, you cannot take notes fast enough to capture all the pertinent information. You write as fast as you can, but still (without recording) miss some thoughts about ideas and things that were important to you at that moment.

FIRST ANSWER: The minute the seminar is over find a quiet space for 15-30 minutes. Open your laptop and take out your notes. (Maybe next time you'll take notes on your laptop.)

Likeability

Have you ever wondered why some people are so darn likeable? You know the type . . . you are at a party meeting new people, everyone is a little uptight, and along comes someone who you immediately relate to, who makes you and others relax, who you walk away and later say to your husband/wife/date . . . "I really liked that Bob. He was really nice." What's going on here? It could obviously be very helpful to us as salespeople to understand as much as we can about this phenomenon. So a few thoughts.



First of all, these people usually do a very good job of diffusing what can potentially be a competitive situation. Human beings are built for defense and when we meet new people our guard is up. But these folks send out signals that they are not competing . . . they are happy, confident and much more interested in generating good feelings than stirring competitive vibes. How do they do that?

For one, they usually do not start by asking personal questions too soon nor do they start off by talking about their stature or accomplishments. If anything, they pick a story that is self-deprecating and funny (" . . . We are so late . . . we had to drop all the kids off . . . I swear they dictate our whole schedule. I might as well buy a limousine and a chauffeur's cap"). Now, the inevitable response will be, "It's exactly that way in our house."

Do you see what's happening here? Instead of the usual, potentially competitive exchange ("What do YOU do?" "Where do YOU live?"), you and your likeable new friend are starting off on a much less personal, and more collaborative

Look at every note you took, and spend a moment with each one to expand the thought. How will you apply that thought to your sales, your business, and your life? In other words, take the note and make it yours. Then determine when the action will be implemented.

NOTE TO MEETING PLANNERS: Meeting planners try to cram session after session into a two or three day meeting without providing a chance for attendees to catch their breath, let alone have think time. Big mistake. Every traditional meeting and breakout should have a “quiet” session afterward. Refer to them as “think and apply” sessions. Even if they’re just for 20 minutes.

SECOND ANSWER: Expand your thoughts while they’re fresh in your mind. Do it again in your hotel room, and on the airplane going home. Think (don’t drink). Take your notes further, expand your thoughts. Think more about the application of each idea, and how you intend to put it into action.

THIRD ANSWER: The minute you get home, record your notes. When you are recording, even more ideas and applications will surface. Burn them onto a CD and import them into your iPod or MP3 player. Record your notes and ideas so you can listen to them until they become dedicated tasks.

FOURTH ANSWER: Listening to your recording once a day, you will begin to commit to them, and take achievement actions. Put at least one new thing into your work or your life every day.*

*If you have been in sales for less than three years, this process will reinforce your belief system, and inspire you to greater achievement (the very thing you were hoping for when you entered the seminar room). And if you’re a seasoned salesperson, this is a huge opportunity to reinvigorate your desire to achieve at a higher level, and re-dedicate yourself to personal excellence. It’s your re-commitment to your own success.

REALITY: Corporations and associations spend hundreds of thousands (even millions) to impart new and important information, and yet when the participants get home, very little changes.

REASON: Participants are not allotted the time necessary to transfer the notes, thoughts, and ideas into personal actions that they are committed to take.

FIFTH ANSWER: Allocate time. During (and after) the meeting, let each participant make their own personal plan of action. This will ensure a full return on your time investment, their time investment, your dollar investment, and your human capital investment.

Source: Jeffrey Gitomer, www.gitomer.com

JUST LISTED

For Sale 11-Suite Heritage Home Revenue Property
411 Third Avenue, New Westminster BC
Lot Size: 16,975 ft²
Price: \$3,500,000
Terry Harding & Jackson Tang

For Sale Excavating Business with Property
Abbotsford BC
Lot Size: 13.79 Acres
Price: \$2,490,000
Alf Sanderson & Delon Cheung

exchange. The other stuff will soon follow, but that’s OK because you already like this gal . . . no matter what her stature, she is a normal person JUST LIKE YOU.

That is why we like character actors like Tom Hanks. Make no mistake about it, he is hugely talented and carries a movie better than most so called leading men. But the

leading men are icons . . . Hanks is kind of like us . . . he is not perfect, he laughs at himself, he seems happy and approachable. As salespeople, these are some great attributes. Being likable is about being non-threatening, a bit self deprecating and human. Yes, we have supreme confidence in our products and services, when the time comes to talk about them, but it is so much easier if our prospects and customers happen to like us first.

Source: Richard Abraham, Mr. Shmooze