

Monday Morning coffee

Nov 8
2010



Be Informed.
Be Innovative.
Add Value.

NAI Commercial

Commercial Real Estate Services, Worldwide.

What should I tweet, what should I post, how should I link?



Most people don't know what to say on, what to do on, or what to do with social media. And it's a club with more than 700 million members.

There has gotta be an opportunity in there someplace.

Here's the thought reality:
Stop thinking of it as social

media, and begin thinking of it as BUSINESS social media.

Immediately some clarity begins to creep in. You're already using LinkedIn as a business proposition. You're getting contacts, finding prospects, searching by company and title for qualified people to connect with (link with). You may even be job hunting or job upgrading.

Why not use Facebook, Twitter, and YouTube the same way?

Why not create daily/weekly/monthly value messages that your customers would find so interesting and informative that they would save them, print them, put them into action, and forward them to others?

Sounds way more powerful than cold calling and groping, grasping, begging, or manipulating your way to an appointment - that will most likely result in rejection - even if you use your fanciest, newest, "closing technique."

Cold calling is such a cruel joke in this day and age.

TODAY'S REALITY: Do everything you can to use business social media to build brand, image, reputation, and perceived value with your customers and your business community.

YOUR CHALLENGE: Send messages that your customers perceive as valuable to them. Messages so valuable that they will tell others.

BUSINESS SOCIAL MEDIA REALITY: It's not about tweeting; it's about being re-tweeted. It's not about finding someone on LinkedIn; it's about them finding you, and wanting to connect. It's not about searching out someone on Facebook; it's about someone finding your business Facebook Page and "liking" it. It's not about posting a video on YouTube; it's about someone

JUST LISTED

FOR SALE

Mobile Home Park - 6.81 Acres

1680 Lac Le Heune Road
Kamloops, BC

Price: \$1,800,000
Michael Marckwort

FOR LEASE

Kitsilano Street Retail - 1,800 sq. ft.

2072 West 4th Avenue
Vancouver, BC

Lease Rate: \$35.00 per sf
Cole Maedel



Today's market environment is challenging but that is very normal for our industry. We all have the skill to perform in this market or else we would have left the industry during this past recession. But skill alone will not result in success! In addition to skill, relationships, efficient use of technology etc, you need the **will!**

WILL TO POWER

Will you put in the work?

Will you become a market expert?

Will you invest in yourself?

We all can...but **will** you?

GREG

sending your video to someone else.
“But Jeffrey,” you whine, “How do I know what’s most important or most valuable to MY customers?”

THINK: What will help your customers produce more, profit more, understand what’s brand new in the market, improve morale, improve attitude, and/or improve their life. Then write about it, tweet about it, and post on Facebook about it.

MAJOR CLUE: Many people tweet or post something someone else said. **WRONG.** It’s not what somebody else says that is meaningful to your position as a person of value in business social media; it’s what you say, what you think, what you have experienced, and what you believe to be true.

MAJOR CLUE: Quote yourself, not Benjamin Franklin. It’s tempting to quote Benjamin Franklin, but it will not build your value in the eyes of your customer.

DO THIS: If you sell toilets, then you have to talk about plumbing. If you sell insurance, then you have to talk about protection, or peace of mind. If you sell clothing, then you have to talk about fit and fashion. If you sell automobiles, then you have to talk about vacations and auto safety. If you sell real estate, then you have to talk about building equity, home repair, and front yard safety.

BUSINESS SOCIAL MEDIA SELF TEST:

- ❑ Make a list of your last ten tweets. Are they relevant to your business success? Did they help others in any way? How many got re-tweeted?
- ❑ Make a list of your last ten Facebook postings. How many people like your business page? Do you even have a business page?
- ❑ List the last ten actions you took, or messages you sent, on LinkedIn. Anyone join you or want to link as a result of them?
- ❑ List the last ten videos that you posted on your YouTube channel. Do you even have a YouTube channel? (It’s free!) Are you posting value messages that your customers and prospects would watch, learn from, and think of you as a resource? Any video testimonials posted on your YouTube channel? (Short testimonial videos will help prospective customers buy, and reinforce your own belief system.)

FINAL NOTE: All business social media is interconnected. You have to do ALL of them consistently to gain effective results. And you have to do all of them well if you expect to monetize your efforts.

Well, I have issued the challenge. I have listed the opportunities. I have even provided some “how-to.” The rest is up to you.

There are all kinds of books and seminars available on social media and business social media. I recommend reading as much as you can, and attending as many as you can. But my biggest recommendation is: **START NOW.**

Source: Jeffrey Gitomer, www.gitomer.com

Complimentary

There have been a lot of psychological studies done about what we as laymen might call “small talk.” You know ... the inane chatter about the weather, or the weekend, that people inevitably engage in when they first come together or after not seeing each other for a while.

Actually, according to the research folks, there is a lot more going on during “small talk” than meets the eye. People are subliminally seeking resonance with each other both in thought and in speech. They are letting their guard down a bit in an attempt to relate and connect. And they are preparing, both personally and in terms of business, if it is a work setting, to engage.

Why is this important for us to understand as salespeople? Because we have about 90 seconds on a sales call to establish resonance with the buyer. After that point, if the buyer is not tuned in to us subliminally, it is extremely difficult to engage no matter how compelling our business message may be. And since part of that first 90 seconds will inevitably include small talk, it behooves us to appreciate its importance and how it works.

In a selling situation, one of the easiest and yet most effective things we can do is to weave a compliment into the small talk mix . . . not necessarily a cliché like “nice tie,” but something sincere, for example, the receptionist’s welcoming demeanor, or a tapestry hung in the office, or the great view. Studies have shown that an early compliment can increase the chances of a productive sales call by as much as 25%, a pretty compelling number in a very challenging numbers game.

So be on the alert for opportunities to start a sales call with some positive banter including a compliment. It will raise your buyer’s spirits and improve your chances of a successful meeting so, as they say, “what’s not to like?”

Source: Richard Abraham, Mr. Shmooze



Espresso Coffee

Congratulations on
Your Successful
Deal

Ken Hick & Ken Kiers
SOLD

1020 & 1036 Herring Gull Way
Parksville, BC

Parksville Mini Storage
Price: \$2,800,000

Closed
November 1, 2010

Terry Harding & Jackson Tang
SOLD

5468 Hastings St
Burnaby, BC

Apartment Building - 17 Suites
Price: \$2,650,000

Closed
November 1, 2010

Jon Meder
SOLD

430 Columbia St
New Westminister, BC

Retail & Office Building - 20,056 sf
Price: \$1,775,000

Closed
November 2, 2010