

Monday Morning coffee

Sep 6
2010



Be Informed.
Be Innovative.
Add Value.

NAI Commercial

Commercial Real Estate Services, Worldwide.

What makes you smile? What changes your mood? Your attitude?



SUBJECT TO MOOD SWINGS

Picture this: Just landed at JFK airport after an eight-hour flight from London. Me, Jessica, and Gabrielle, our one-year old daughter.

Gabrielle is already a seasoned flyer. Atlantic Ocean twice, Pacific Ocean three times, and on her maiden voyage to Europe, she collected six stamps on her passport. She made the London to New York flight whimper free, and now faces a three-hour layover to catch yet another flight home, to Charlotte, North Carolina.

We take the AirTrain from terminal four to terminal seven, and go through security again, not really looking forward to the three-hour wait.

NOTE: When you fly a lot, you can't complain about jet lag. Over the years, I have created my own philosophy about time zones: I'm in my own time zone. When I land, it's either daytime or nighttime. I make a mental adjustment to the time of day, and when I do, physical seems to follow.

Anyway, we get to terminal seven, hungry, and we are looking around for some tasty, overpriced food. We spot something that looks edible at one of those fresh made sandwich places.

I go up to the counter and spy a cut open avocado on the back counter. I get an egg salad sandwich, Jessica gets a ham and cheese sandwich, and I ask the woman who is serving us if we could please purchase some avocado to give to Gabrielle. "We don't sell avocado!" she barked.

I challenged her a couple of times, and although there was an avocado cut wide open on the counter behind her, she stuck fiercely to her guns in a typical, New York, it's my way or the highway, manner: without a smile, matter of fact, if you don't like it go someplace else.

K.I.S.S.

In our workshops, we always take some time to talk about K.I.S.S. . . ."Keep It Simple Stupid." We emphasize this because many salespeople are extraverts, and gregarious, and they love to fill up their presentations with all sorts of features, benefits and choices. Unfortunately, according to a study done by psychologists Tversky and Shafir, too many choices can actually paralyze the buyer, who may wind up picking none of them. The reason this occurs is that the salesperson may inadvertently be adding "uncertainty" into the analysis.

According to researchers, unless the choices are fairly black and white, and clearly prioritized, the buyer can begin to feel anxiety about having to make a tough decision. And if that decision is exacerbated by extra options and still more choices, he/she may back away completely and default to the status quo (buying nothing). One of our jobs as salespeople, therefore, is to gently guide the buyer toward the most rational choice by helping him prioritize his needs and boiling the decision down to one choice. So, for example, if your prospect is looking at houses, do not let her leave a tour reeling from all the choices. Help her eliminate the homes that may have some nice features, but clearly do not address her top priorities, so she leaves the meeting with two homes in mind and, hopefully, one favorite.

And remember not to add to the confusion by talking too much and loading up the prospect's mind with too much information. Remember . . . "the more we say, the less they hear."

Source: Richard Abraham, Mr. Shmooze

She walked away.

Another woman behind the counter, who witnessed the avocado exchange, and maybe felt empathy for the cute baby in my arms, came over to me and said, "Why don't I make you an avocado sandwich?" "Great!" I said, "Thank you!"

She smiled, and in a minute and half had cut the entire avocado up, placed it between two slices of bread, and wrapped it.

I looked at the wrapper. It read, "three cheese sandwich." The woman smiled at me and said, "We don't actually sell avocado. This will help you with the cashier."

I paid, sat down at our table, ate my sandwich, Jessica ate her sandwich, and we fed the baby. I went back to the counter to thank the woman again, and hand her a ten-dollar bill. She smiled at me, almost in tears, and said, "Thank you" as she looked me in the eye.

I love the exchange of random acts of kindness.

Meanwhile, our plane home is delayed another hour; the airport is full of people, mostly New York people, mostly New York people with an attitude that's compounded by flight delay.

Finally we board. Because we have the baby, we board first. Sitting in row one, Jessica immediately straps in Gabrielle's car seat, gets her DVD player rolling, and places the player between Gabrielle's legs. Sesame Street begins to play, Gabrielle's legs are now positioned above the player, and she looks about as laid back as humanly possible with red headphones on, bouncing and grooving to the Sesame Street sounds of, "Who are the people in your neighborhood?"

I am positioned across the aisle in seat 1D, so I can see people boarding the plane. As they're boarding, every single person is looking glum, either angry at the delay, prices in the airport, or the world. As each passenger turns the corner to find their seat, they look at Gabrielle and immediately begin to smile. If two people are traveling together they begin to smile, point, and talk. "Look at that cute kid watching a movie!" They stop to revel in Gabrielle's joy.

For the next 11 minutes, every single person who boarded the plane stopped, smiled, pointed, and even commented to total strangers.

Gabrielle, in her innocence, and being herself, had changed the mood of the entire plane. Even the flight attendants were marveling, and people were actually taking pictures.

JUST LISTED

FOR SALE

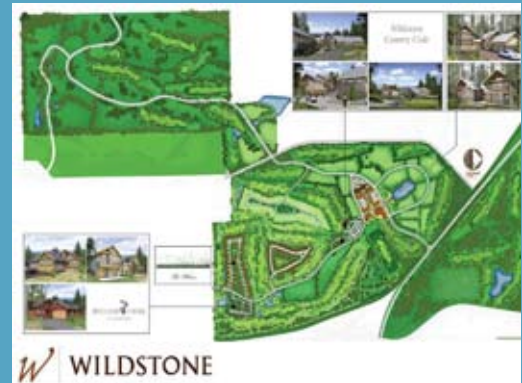
Court Ordered Sale

Development Site- 459 acres (7 legal parcels)

4142 McPhee Road, Cranbrook, BC

Price: \$17,000,000

Gary Haukeland & JD Murray



19 Suites Apartment Building

Strategically located at the corner of Jervis and Barclay St. in the heart of Vancouver's popular West End.

935 Jervis St

Vancouver, B.C.

Price: \$6,100,000

Gurdev Sandhu & Varinder Grewal



What mood are you in? What changes your mood? How easy is it for you to go from good to bad, or bad to good?

Most people who are rarely in a good mood, don't realize that they have a choice. Little Gabrielle created a rare opportunity to change 137 moods in an instant. And I'm challenging you, that in these economic times, everyone occasionally needs a mood change. Find yours, and employ it to trigger a better mood - even a great mood in an instant.

Source: Jeffrey Gitomer, www.gitomer.com



Espresso Coffee

Congratulations on
Your Successful
Deal

Peter Seed & Chris Wieser
SOLD

1027-1011 & 1033 Eastern Ave
Prince George, BC

Industrial building - 43,000 sf
\$2,600,000

Closed
August 31, 2010

Terry Harding & Jackson Tang
SOLD

157 East 20th St
North Vancouver, BC

Multi-Family Building
\$2,260,000

Closed
August 31, 2010

Don & Angie MacDonald
LEASED

204-20628 Mufford Cres
Langley, BC

Industrial - 2,200 sf

Closed
August 25, 2010