

You Stole My Marketing!

Monthly Newsletter from Volusia 360 LLC

February 2007

HOW TO SOUND LIKE YOU MEAN BUSINESS (EVEN WHEN YOU FEEL LIKE A WIMP INSIDE)

By Susan Berkley

There comes a time in life when we need to throw our weight around. To be taken seriously. To command attention. Not to intimidate or manipulate others (I hope) but to take a powerful stand for something we believe in.

With my three-step VoiceShaping technique, you can learn to control your tone of voice so only the emotions you want come through. These techniques will help you speak out and be heard, and express yourself with power and authority--even if you feel like a marshmallow inside.

Actors, orators and politicians have been using these techniques for centuries. Now you can learn them too. Here's the basic idea: You can't communicate effectively without emotion. To express yourself fully and congruently you merely need to access the proper emotional state. You do this by giving yourself cues, which are auditory (heard), kinesthetic (felt), and visual (seen). Here's how:

Every tone of voice has a corresponding:

1. Key word- auditory cue
2. Mental image- visual cue
3. Body language- kinesthetic cue

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3 Cold Calling Mistakes that Trigger Rejection

by Ari Galper, Founder of Unlock The Game®

In the old traditional cold calling mindset, you expect a lot of rejection, and unfortunately you usually get it. You probably make hundreds of calls, and out of those you make a few sales. You've come to accept that rejection as a normal part of cold calling.

But surprisingly, constant rejection is avoidable. The real problem is that you may be using an old sales approach that triggers rejection from your prospects.

Here are 3 common cold calling techniques that you should probably avoid:

Mistake #1: Center the conversation around yourself and what you have to offer

In the old approach, you introduce yourself, explain what you do, and suggest a benefit or feature of your product. And then you close your eyes and pray that the other person will be interested. Unfortunately, the moment you stop talking you usually hear, "Sorry, I'm busy," or "Sorry, I'm not interested."

You see, you've started your cold call by talking about your world and what you have to offer. But realistically, most people aren't all that interested in you. When you talk about your company and your product, it's just another advertisement to them. You haven't engaged them, so they often just "turn the page."

Prospects are much more interested in themselves and what's important to them. So if you start the conversation by focusing on their world, they're more likely to interact with you.

So instead, talk about an issue or problem they may need solving. Focus on them rather than on what you have to offer. And see where it takes you.

Mistake #2: Be confident they should buy your product or service

In the old cold calling mindset, you're taught to focus on the sale and be completely confident that what you're offering is something the other person should buy.

The problem with this approach is that you haven't asked them to determine this along with you. So think about it – in the old mindset, you're really deciding for someone else what's good for them. I

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KEY WORD: Your auditory cue. Using a single word, name the over-riding "feeling" you'd like to convey in your presentation. For an authoritative tone of voice choose a dynamic active word such as: "power," "strong," "win," "go," or "yes"(my favorite). Say this word aloud over and over with gusto!

MENTAL IMAGE: Your visual cue. As you say your authoritative key word out loud, a movie will begin to form in your mind. Keep saying your key word over and over, making the image clear and bright. For an authoritative tone of voice, some people see themselves as a coach, an executive or a military officer. Find the image that works for you. But notice all the cinematic details, the colors, the set design, the supporting players.

BODY LANGUAGE: Your kinesthetic cue. The fastest way to change the sound of your voice is to change your physiology. Make your body language BIG. To sound more authoritative, stand up! Erect posture. Strong hand gestures. Firm gaze, even when you are on the phone. In fact, when speaking on the phone, don't let your eyes wander. If you are alone in the room, fix your gaze on the eyes of a person in a photograph or magazine. This technique may sound a little strange, but it really works!

From "The Voice Coach" ezine by Susan Berkley. Copyright 2005, reprinted with permission. For a free subscription visit <http://www.greatvoice.com>. Susan Berkley is a professional speaker and international communications expert. She is a top voiceover artist and author of "Speak to Influence: How to Unlock the Hidden Power of Your Voice," available at bookstores or from The Great Voice Company at 800-333-8108.

Marketing Tip of The Month

Getting Things DONE WORK SMARTER...Not Harder!

Ever wish you had someone else to take care of all that paperwork? Transaction Management Consultants (TMC) is one of the only companies in the country that specializes in providing the "back-office" administrative function for the Real Estate Industry from a single location.

Today's consumers expect to be kept in the loop and receive immediate answers regarding their transactions. Most agents are very busy, often juggling many transactions at one time. When they are finally available to talk, they don't always have the answer on hand. Has this ever happened to you?

Consumers find that working with a dedicated Transaction Coordinator who is readily available to assist them allows them quicker and more comprehensive answers to their questions. These benefits add up to improved customer satisfaction, more referrals and repeat business for the Real Estate Professional.

You no longer need to worry about collating reams of paperwork for your files. Instead, when you use TMC, they will send you a

professionally presented digital copy of your transaction - on CD - when it is completed, leaving you to get on with the things that are more important to you.

Through their processing center right here in Central Florida, TMC can **Manage the Details** of your Real Estate transaction **from start to finish**. They have the ability to handle hundreds of files per month and provide both 24/7 online access to your files PLUS a dedicated, professional, experienced coordinator to manage your transaction files from first offer to a successful closing.

TMC is dedicated to making life easier for their clients. First-time users simply call to register and there-on-out *just fax information to their office*.

TMC manages and monitors the entire transaction process, through interfacing with Real Estate professionals, clients, escrow companies and property management companies, to name a few.

Complete transaction management allows real estate professionals, developers and lawyers to simplify and streamline the entire real estate process. Their dedicated professionals strive to make your transaction as smooth and effortless as possible for both you and your customers.

Is it cost-effective? You bet. And best of all, you pay NOTHING until the transaction closes. You can even work in the fees to be paid by the seller or buyer in the transaction. If the transaction fails to close for any reason they don't even charge a cancellation/termination fee for that transaction. What's the catch? They just ask that you remain their client and let them help you on your next transaction. That's it!

Start working smarter today!

Simply call the office and discuss your needs with one of their Account Managers or Transaction Coordinators. They will get you setup with your own custom branded website, and then they'll handle everything else from there.

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Winter Park, Florida 32789
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~Desire is the starting point of all achievement,
not a hope, not a wish, but a keen pulsating
desire which transcends everything.~

Napoleon Hill

DON'T MISS THE NEXT COPY OF 'YOU STOLE MY MARKETING'

'You Stole My Marketing' is a FREE newsletter that is sent out once per month. This newsletter will not be 'snail mailed', but will be emailed monthly. To give permission to email you your FREE copy each month, go to www.Volusia360.com and scroll down to the bottom of the home page to sign up or simply send an email to volusia360@aweber.com. You will receive a confirmation email. You will need to click on the link in your confirmation email to receive your FREE newsletter. This is a 'double opt-in procedure' that I use to prevent spam.

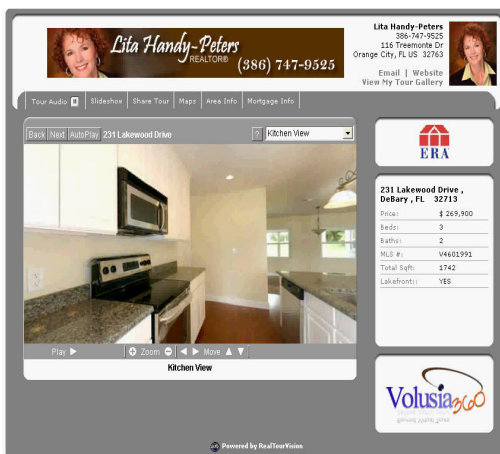
NOTE: If you are currently on our monthly email list, you will still need to manually sign up for the newsletter.

As of January 1st 2007, we will no longer be using the old method of emailing due to the sheer number of monthly email recipients. All clients will need to manually sign up to receive any future updates from us.

Real Tour Vision Updates

Did you know that you can create your own Real Tour Vision tours for less than \$10 per tour? Have an office that needs a state-of-the-art commercial quality virtual tour solution with UNLIMITED upgrades? Our In-House Virtual Tour solution is just what you're looking for!!!

- Full Training
- Unlimited Support for LIFE!



know this isn't intended, but that's exactly what comes across to your prospects.

So rather than being full of confidence and enthusiasm, stop for a minute and think about the other individual. Relax into a real conversation instead of moving into a persuasive strategy or sales pitch. Put yourself in their shoes and invite them to explore along with you whether what you have to offer is a match for them.

Others really can distinguish the difference. You're inviting them to see if you might be able to help them solve a problem. This makes for a much better connection right at the beginning, and you'll get that immediate rejection reaction much less.

Mistake #3: When someone brings up an objection, try to overcome it

You know, one of the reasons cold calling is so difficult is that sometimes you may not be very familiar with the other person and their business. When you make that first call, you don't know very much about their issues, problems, budget, and time constraints. Chances are, not everyone is going to benefit by your product or service.

So realistically, your company or product isn't going to be a match for everyone. And yet, when someone brings up an objection ("we don't have the budget for that," etc.), the old cold calling mindset trains you to "overcome," "bypass," or "override."

But when you do that, you put the other person on the defensive. Something they've said is being dismissed. And here's where rejection can happen very suddenly.

So it's much better to listen to their concerns and continue to explore whether what you're offering makes sense for them. There are some wonderful phrases you can use that validate their viewpoint without closing the conversation.

So now you've discovered the 3 major cold calling mistakes people often make. See if you can shift away from those old self-sabotaging mindsets. When you do, you'll notice that people will engage you much more, and the immediate rejection you've grown so accustomed to will happen much less.

Ari Galper, founder of Unlock The Game, makes cold calling painless and simple. Learn his free cold calling secrets even the sales gurus don't know. To receive your 10 free audio mini-lessons visit www.UnlockTheGame.com

~Without organization and leadership toward a realistic goal, there is no chance of realizing more than a small percentage of your potential.~

--John Wooden

FAQ

Q: What is 'You Stole My Marketing' all about?

A: 'You Stole My Marketing' is a monthly newsletter sent out each month. Each issue will include up to date information about the 'goings-on' of the virtual tour industry, marketing tips from Realtors®, Mortgage companies, title companies (and others), company specials and more!

Q: I have a great article, how do I submit an article for consideration in 'You Stole My Marketing'?

A: Send articles to articles@Volusia360.com. I cannot guarantee that all article submitted will be included. But, all articles will be considered. Please include a statement in your email giving me permission to reprint the article.

Q: I have an Idea for something that I would like to see in 'You Stole My Marketing', can I submit Ideas?

A: Yes, of course. Please send ideas to ideas@volusia360.com.

Q: I want to show my ad off in Marketing Show Stoppers. How do I submit my ad for consideration?

A: Email a .doc version of your ad to marketingshowstoppers@volusia360.com

Q: Can I advertise in 'You Stole My Marketing'?

A: The best way (and the FREE way) to advertise in 'You Stole My Marketing' is to submit an article for consideration. Include a tagline and get FREE advertising.

Q: What if I just want to place an ad?

A: Send an email to Cheryl@volusia360.com and I will email you rates.

Shortcuts to Success



Get connected with 12,000+ Realtors and share secrets to success. IT'S FREE. Imagine that, a free online community to help real estate professionals grow their business. Tell them I sent you by using the full URL below!

<http://activerain.com/action/referrals/volusia360>

New Tool for Home Owners

Not sure how to tell your homeowner how to prepare for a virtual tour? Well, you don't have to! Volusia 360 has prepared an eight minute recording for your homeowners. The message is available 24/7 and includes instructional information on preparing for a virtual tour. This same information can also be used in preparing for an open house or a showing. The new call-in number is absolutely FREE to all Volusia 360 clients and it saves you TIME. When you schedule your virtual tour, you simply tell your homeowner to grab a pen and paper and call the Virtual Tour 'Getting Ready Message'. That's all there is to it!

24 Hour Virtual Tour 'Getting Ready Message':
(407) 915-4477



"You get 3 wishes, but one of them goes directly to the IRS."

Riddle me this!

1. What is bought by the yard and worn by the foot?
2. The following number is the only one of its kind. 8,549,176,320 Can you figure out what is so special about it?
3. When I am filled I can point the way. When I am empty, nothing moves me. I have two skins - One without and one within. What am I?
4. Forward and forward I go, never looking back. My limit no one knows, more of me do they lack. Like a river I do flow, and an eagle I fly. What am I?
5. What is it that when you take away the whole, you still have some left over?
6. What six letter word in the English language contains ten other words without rearranging any of its letters?
7. I move very slowly at an imperceptible rate, I take my time, I am never late. I accompany life, and survive past demise, I am viewed with esteem in many women's eyes. What am I?

Riddle Answers: 1-A carpet, 2-The numbers are in alphabetical order, 3-A glove, 4-Time, 5-The word wholesome, 6-The word is Spared. The ten words are: Spa, Spar, Spare, Pa, Par, Pare, Pared, Are, Re, and Red, 7-Your hair.

The Next BIG Thing in Small Business: Smarter Commercial Real Estate Financing

By Chris Hurn

Small business owners nationwide are finding out that it doesn't take 20% down, numerous out-of-pocket expenses, weeks or months for approvals, and large monthly payments to own or construct their commercial property. Many firms are taking advantage of a loan program that flies in the face of ordinary commercial financing and enables small business owners to preserve more of their capital while minimizing the impact on cash flow.

It's a common belief (and not off base) that all healthy small and mid-sized businesses should eventually own their real estate. For most small business owners, commercial property ownership may be one of the best investments they can make, as much for real estate expense savings as for long-term asset planning.

Because of real estate's leverage advantage, this loan program offers clients smarter, capital-preserving financing which provides the highest cash-on-cash return available. That cash-on-cash return is exactly the metric by which most real estate investors measure their success, and it also holds true for owner-occupied investors who happen to run a business as well. Maybe this is a crazy idea, but borrowers get to decide where to best use their capital, and they lower their business risk by only putting half as much equity down.

Sound too good to be true? Believe it or not, small business owners can actually enjoy these benefits with a little-known loan product called the SBA 504 loan. This program has been in existence for over twenty years and is "all the rage" in California, but only recently has it begun to gain serious momentum on the East Coast. SBA 504 loans finance total project costs as opposed to percentages of the appraised value or purchase price, whichever is less, like most commercial lenders. This means that things like FF&E (equipment), soft costs, and closing costs are included in the calculations of the total project cost.

There are at least two overt benefits that should drive small business owners to choose the 504 loan program. The first is the 90% loan-to-cost option it provides, while the second is the fact that nearly half of their loan is a government-guaranteed bond with an interest rate usually about 100 basis points lower than the market rate. For most of 2004 and 2005, the bond rate hovered around 6%, which is incredible for commercial mortgages -- especially with a true 10% equity injection.

504 lenders get to their 90% loan-to-cost amounts by providing a first mortgage (which is nearly always 50% of the total project costs) and a second mortgage (nearly always 40%). The first mortgage typically has a fully-amortizing 25-year term at market rates, while the second mortgage has a 20-year term but with its below-market rate fixed for the entire term. 504 second mortgages really are the cheapest money available

for most small business owners -- there are not many banks or private lenders that can match these rates at these terms. Many banks won't offer 504's because of the smaller loan amounts (only 50% first mortgages versus the common 80%), which means their pocketbooks take a hit. When you couple that with the fact that these loans take more effort and skill on the part of the lender, borrowers are encouraged to seek someone who has done more than just a few of these loans (and has done them well).

There are common misperceptions by some that SBA loans are too much trouble, take too long or have higher closing costs. It's also been said that SBA loans are for start-ups and borrowers that are not well-off. Fortunately, none of those myths are true about 504 loans. Some of those negative stereotypes may fit the profiles of other SBA programs that get more press, but 504 borrowers are simply utilizing a great lending program which any big business with a fleet of lobbyists wouldn't be foolish enough to ignore. People that perpetuate those old myths don't realize that the SBA has changed dramatically. Today's SBA has made sure that 504 loans are not any more complicated or require more paperwork than ordinary commercial loans, and lenders that focus on this type of financing have become known for speed and certainty in closing deals. A good 504 lender should be able to "pre-approve" a potential borrower within 24 hours after receiving as few as seven basic documents.

***About the author** -- Chris Hurn is the President, CEO & Co-founder of Mercantile Commercial Capital (MCC), the only company nationwide that focuses exclusively on SBA 504 loans. Founded in early 2003, MCC is now the largest originating SBA 504 lender in Central and North Florida, having closed over 144 loans. They were also named by the U.S. Small Business Administration as winners of the 2006 Financial Services Champion of the Year for Florida (encompassing both SBA district offices) and for the twelve-state Southeast region.*

Chris and his partner, Geof, not only provide the 504 loan; they use it, too. They're both minority investors in a property that was financed with a 504 loan even when competitive conventional financing was readily available. They chose a 504 loan for themselves because of the higher cash-on-cash return and the longer fixed-rate financing.

When you would like more information on MCC's 504 Loan Program, contact them for their free guide, "Twelve Reasons a 504 Loan is Best for Your Business©" at 1-866-622-4504 or visit their website: www.504experts.com.



MERCANTILE COMMERCIAL CAPITAL, LLC
Fulfilling Dreams with Smarter FinancingSM

"Both my husband and I were very happy with Mercantile Commercial Capital and their staff. We had never purchased commercial property before and were unaware of how different it is from purchasing residential property. The professionalism of Mercantile and its staff guided us through this very confusing process. Once Mercantile became involved, the whole project went smoothly. We would like to thank Geof Longstaff, Chris Hurn, Dawn Yannucci and Tony Zara for making this happen. We would highly recommend them to anyone contemplating the purchase of commercial property."

Christine Finan

Owner, Absolute Massage and Skin Care