



President's Message

Most successful people have not achieved success based only on their individual talent. Many have achieved success based “who they know more than what they know.” The ability to network and build a strong network around you is vital to long-term success. And through TVEPC, we have the ability to network with other successful professionals in our industry. But, showing up to a meeting and just “socializing” is not “true networking.” To gain the full value of networking, you need to master becoming a good listener and communicator. One of the phrases I am sure all of you have heard in the past is “you need to become a rainmaker” or at least be connected to a great, “rainmaker.” What does that really mean?

Conversations make or break everything in the professional and sales world. Every conversation you have is an opportunity to find new prospects, win new customers and increase sales. Every conversation you have could also be the reason that you lose a client, lose the case or not close the deal. Recently I read the book: “Rainmaking Conversations,” by sales training experts Mike Schultz and John Doerr. This book is packed with great information and I would recommend for any person in sales or client interaction to read it.

The acronym RAIN in this book stands for Rapport, Aspirations, Impact and New Reality. Armed with the knowledge of the markets you serve, the common needs of prospects, and how your products and services can help, you can become a trusted adviser to your clients during and after the sale. I feel that many of the principles discussed in this book also can be applied to helping us all become stronger networkers while building rapport.

When you look to build rapport, you should focus on making a sincere emotional connection. As you work to do this, consider the following suggestions from “Rainmaking Conversations”:

“Be genuine. Be yourself. Don't try to be anything you are not; don't create a new persona; and don't adopt a “sales like tone”. Relax, smile and go in with a positive attitude. Good things will follow.

Be warm and friendly. Smile, give a firm handshake, make eye contact and be engaged. Show interest. Show interest in prospects as people as well as in their business challenges. Don't seem so needy..... Show interest, but act subservient or be overly friendly and you will only turn the other person off. Give genuine compliments..... From the administrative staff right up to the CEO, buyers want to know that you're a real person before they buy from you.”

Oscar Wilde said, “Be yourself; everyone else is already taken.”

Now it's up to you. You are the only person who can determine your success. Just as you need buyers to take ownership of their decisions and agendas, it is up to you to take ownership of your actions and do all you can to make all your sales conversations bear fruit.

- Shane Westhoelter

“Social Security – Know Your Choices BEFORE You Take It

Diane Woodward, CFP® has been a CERTIFIED FINANCIAL PLANNER™ for 20 years. She is a partner at the independent Oak Tree Wealth Management. She has done in depth coursework to better understand Social Security.

Social Security is more complex than most people realize. By attending this workshop you will have a better understanding of the Social Security system and what you need to know to maximize your benefits before you apply.

- What is the best age to apply for benefits?
- How does early retirement affect your lifetime benefits?
- Spousal Benefits - Learn about little known strategies for couples, to boost a couple's income and avoid leaving money on the table, (these strategies can work for divorced or surviving spouses too)
- Learn the questions to ask to help make informed choices for your clients, your parents and yourself.

Thursday, March 1, 2012

Marriott Pleasanton

For Directions click [HERE](#)

6:00 PM Wine and Registration

6:30 PM Dinner and Speaker

\$40 Pre-Registration

\$45 - Call in after 1:30 PM on Feb 28th

Send a check to the TVEPC office today

TVEPC – 781 McKean Place –

Concord, CA 94518

or by credit card click below

<https://www.123signup.com/calendar?org=tvepc>