

Meetings: Tuesday 12 Noon, Bella Vita Restaurant

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## SEPTEMBER IS BASIC EDUCATION AND LITERACY MONTH

**Today:** DG Scott Dudley's official visit

**Next Week:** Bill Briscoll and Sean Spear from Raincity Housing and Support Society

Happy Birthday	Happy Anniversary
Sep. 17: Adrienne Dale	

### CALENDAR OF CLUB AND DISTRICT EVENTS:

Date	Time	Event	Venue
Sep. 18	3:30 pm	Frisbee Golf at Dave & Sharon's home	10607 277 St, Maple Ridge <a href="#">View map</a>
Sep. 21	6:30 pm	Cheque Distribution of the Duck Race Proceeds	Meadow Gardens Golf & Country Club
Sep. 28		Rotary Ladies Night	Swan-e-set
Dec. 10		Christmas Social – Theatre in the Country, performing Miracle on 34th Street	9975 272nd St. Maple Ridge (Adrienne for details: \$30 theatre or \$60 dinner theatre)

### CAMPING IN FORT LANGLEY SEP. 9-11

Beautiful weather, great campground, fantastic fellowship all contributed to the 3rd annual Rotary Camping Weekend. What an awesome weekend with Rotary friends it was again!



We relaxed around the campfire (eventhough it was a propane campfire), enjoyed a wonderful potluck BBQ dinner, drank Margarita's from Mark F's Margarita maker, had Clint's pancakes, Matt's eggs, Mark V's bacon and Warren's sausages

Thanks to Adrienne for organizing and everybody who was there for participating.....a very good time was had by all!!!!

Submitted by Ineke

### LAST WEEK'S MEETING

Quote of the Day; by Bob Hope:

*"I went to play golf and tried to shoot my age, but I shot my weight instead..."*

Ineke asked the Board to arrive one hour early at next week's meeting (September 13, 2016) so that everyone could meet with the District Governor on his own official visit.

Ineke read a note from **Debbie MacRae:**

*Sorry I haven't been to Rotary for a while. I've had a busy summer. I'm a grandma again to a little girl. All of my kids were here this July and August so it was busy but great. We are leaving on Tuesday for Italy and will be away until Oct. 2. Take care and see you when I get back.*

Guests

Our guests for the day were **Karen Hendrickson, Lindsay Norcross, Lynda Lawrence and Joyce Vendryes.**

Happy and Sad

**Walter Volpatti** noted that **Ken Holland** (former president of the Haney Rotary Club) was feeling a bit better and was eating lunch today here at the Bella Vita restaurant.

**Dave Rempel** noted the passing of one of the parents who had adopted two children from Russia.

**Patrick O'Brien** recently attended a family gathering in Victoria on the 2 acre waterfront property which his parents had

purchased 50 years ago for about \$50,000. Patrick noted what a great opportunity in this country has given people who started out with minimal means but through hard work (and foresight) had the privilege of growing up on such a great location.

**Past Pres. Mark Forster** was happy to have had a two-week holiday where they ate great crab and another delicious seafood, but was sad for the rest of us who missed that the light [Merriam Webster: to gloat means "to observe or think about something with triumphant and often malicious satisfaction, gratification, or delight". Was Mark gloating?]

Guest Speaker - Norman Gluck - Sales Psychology: Willy Loman vs. Willy Wonka

**About our Guest Speaker: Norman Gluck** is originally from Toronto, but spent 17 years working in Asia (particular the Philippines, where he met his wife), as well as 2 years in the Middle East.



He is currently a member of the Rotary club of Surrey Guilford, and is the 2016 Membership Chair. He was previously a member in Rotary District #3790, Angeles North, 2007-2010 where he was the Director Vocational Programs 2008-2010; and also of the Angeles Centro Rotary Club 2010-2013, where he was Club Secretary 2011 and 2012, and Club President 2013.

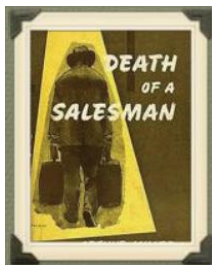
He has had a 27 year career in sales, with extensive, diversified, and direct experience in all aspects of Sales and Customer Care via practical hands-on practice and proven achievement in several varied sales operations in Asia, Middle East, USA and Canada. He has particular skills in Direct Sales and Marketing, Client Base Development, service quality control and team training. He has excelled in developing innovative and effective marketing strategies. Norman currently operates as an outsource Sales Consultant for two Canadian companies and one American company. He was educated at York University, Toronto, Canada where he obtained his Bachelor of Science.

He was also a member of *the* Jose Abad Santos Memorial Masonic Lodge #333 in Pampanga, Philippines, and is currently with the Eureka Lodge # 103 in Langley.

**Matt DeBruyn** thanked all those who participated in labelling the dictionaries which the club is given out to grade 4 students in the coming school year, as part of our education and literacy activity.

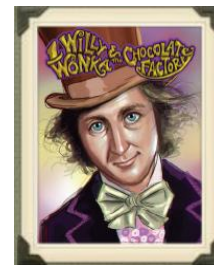
**Ineke and Peter Boekhorst** not only enjoyed their family but also 28° to 30° sunny weather as they camped in Peachland and surrounding area this last several days [was she also gloating?]

Fine Master - **Eric Mollema** fined all those who "gloated" over their recent holidays.



## Sales Psychology

Willy Loman  
vs  
Willy Wonka



### Loman's Style & Quotes

- Willy sold nameless, unidentified products, and watched his American Dream fall apart.
- Practiced pride over practicality
- Believed that popularity and charisma will outdo hard work and innovation.
- He was too proud to accept a job from Charlie.
- Unstable, insecure, and self-deluded.
- Willy tends to re-imagine events from the past as if they are real
  
- "Someday I'll have my own business, and I'll never have to leave home any more."
- "Business is bad, it's murderous. But not for me, of course."
- "It's not what you say, it's how you say it, because personality always wins the day."
- "Be liked and you will never want. You take me, for instance. I never have to wait in line to see a buyer. "Willy Loman is here!" That's all they have to know and I go right through."

### Wonka's Style & Quotes

- Creative genius
- Eccentric
- Willy finally confronts, and ultimately, reunite with his estranged father.
- Wonka tempts each of the bad children to disobey his orders with something related to their individual character flaws.
- Gives his Factory to a child because he couldn't trust it with an adult who would likely change and ruin the wonder of his life's work so they could do it "their way", not his.
  
- "A little nonsense now and then, is relished by the wisest men."
- "Invention, my dear friends, is 93% perspiration, 6% electricity, 4% evaporation, and 2% butterscotch ripple."
- "If the good Lord had intended us to walk he wouldn't have invented roller-skates."

## Duties of a Salesperson

- Business growth
- Customer Retention
- Relaying customer and market information back to their organizations
- In many sales forces, 20% of the sales force deliver 80% of the revenues. This means that hiring talented salespeople is essentially a random event. Tossing a coin would be as effective.

## Selling and Prospecting

- A good salesperson will bring to a company a range of values that cannot be replaced by alternative marketing methods.
- This ability to create an emotional impact is still extremely important in the marketplace. It is ultimately this personal connection that often makes the sale, rather than the product or the company branding.
- A good salesperson can easily cover their costs and add to a company's bottom line within 6 months of being hired; something which is unlikely to be true of any other position within a company. Successful companies are very aware of this.

## Undervalued

- Selling is fundamental to business, so why are salespeople so often under-valued?
- While selling is fundamental to business success, it would seem that somehow businesses want to disassociate themselves with the act of selling.
- Businesses frequently refer to "marketing" goods and services rather than selling them, as though there were something wrong with the action of selling. Selling and marketing are different.

## Sales versus Marketing

- Sales is the effort on a specific customer that actually collects the money or the obligation to buy, in the case of a purchase order or financed arrangement.
- Marketing creates favourable conditions for the sale to take place in the general population. The marketer leads the horse to water; the sales team makes it drink.
- Marketing is "the management process that identifies anticipates and satisfies customer requirements profitably". Thus marketing is a management process, in which selling is the executive function.
- Selling is a skilled and serious occupation which produces the income for every business, but the attitude that some businesses appear to have would suggest that they view it differently.

## Investing In Sales

- Many companies under-invest in their sales effort, treating sales like an afterthought, to be handled after the managers solve all the manufacturing, distribution and financing issues.
- The best sales forces are professional, well-compensated, supported with a strong marketing effort and empowered to act, serving key client interests with marketing support, money and time.
- They have strong personal relationships with key customers, or learn how to build them.

## Double Dipping

- If the sales staff is too directly involved in process paperwork, it may eventually become overwhelmed with account service and find it difficult to grow the business.
- Sales is so important, then, that it typically behooves management to free its sales staff from some or all of the account service process to generate future revenue.

## Contract Sales

- When the salesperson has a personal interest in whether the sale is made or not being that their income depends on it, that might result in them using questionable tactics to sell a product.

## E-Selling

- With the growth of e-selling is the art of selling now redundant? Some might think so, but that would be to misunderstand the nature of on-line sales.
- While internet online sales are growing, the nature of the transactions is really only an electronic form of catalogue selling, with all the same advantages and disadvantages.
- **E-selling works best when customer already knows what they are seeking and only require to find a suitable price and source of supply.**

## Closing Comments

- Businesses only survive on good selling. Commercial selling depends on finding potential customers with a need and proving to them that the supplier has the solution.
- Many good business ideas fail as commercial ventures purely because entrepreneurs or business staff do not have sufficient sales skills or abilities.
- Successful sales people should be well rewarded, because the job is difficult, often conducted in some isolation which requires a lot of self discipline and self motivation.
- While the Commercial Manager is ultimately responsible for producing the profitable income for the business, it is the sales person who has to find and successfully engage with the customer to affect the sale and produce the money.
- Businesses are there to make money. They survive and thrive by providing goods and services of a quality and at a price that satisfies customer requirements.
- However, it does not matter how good a product or service may be, if the business does not invest in the skills to sell its products successfully to produce the income, it is doomed to failure.
- In any business organization, sales is the department that generates revenue.
- No matter how good your manufacturing operation is, how cutting-edge your technology is, how tight your financial goals are or how progressive and forward-thinking your management techniques are, you must still have a sales mechanism in place, or everything else is useless.

## Reality Bites

- In 1998, Kodak had 170,000 employees and sold 85% of all photo paper worldwide. Within just a few years, their business model disappeared and they went bankrupt in January of 2012.
- What happened to Kodak will happen in a lot of industries in the next 10 years - and most people don't see it coming. Did you think in 1998 that 3 years later you would never take pictures on paper film again?



## 50-50

Laurie Anderson again pulled the hat out of the rabbit, and was rewarded with the 2 of Diamonds.



Another Quote .... by Bob Hope....got to love the guy!!

*Middle age is when your age starts to show around your middle.*

**Submitted by Laurie Anderson**