



The Award Winning

Malibu Rotary Club Surfwriter

October 17 2018

Official Newsletter of the Rotary Club of Malibu

Malibu Rotary Club President Bianca Torrence

Malibu Rotary Club Vice President for October Margo Neal

Pictures by John Elman

Edited by Dr. John W. Elman

In This Issue (click underlined topics for web link when connected to the Internet)

- Next regular Malibu Rotary Club meeting October 24 2018 Room LC 152 on the Pepperdine Drescher Upper Graduate campus Fellowship will begin at 7:30 a.m. with meeting starting at 8:00 a.m. . This will be a Club Assembly--Final Planning Session for Halloween Fund Raiser which is scheduled at 7:00 p.m. on Friday October 26 at Calamigos Beach Club Restaurant.
- Last week Jeffrey Lipsius on "Selling to the Point"

- Malibu Rotary Halloween Fund Raiser coming up October 26
- Malibu Rotary website www.maliburotary.org
 - Rotary International Website: www.Rotary.org
 - Rotary District 5280 Website: www.rotary5280.org/
 - RI President (2018-2019) Barry Rassin
 - Rotary District 5280 Governor (2018-2019) [Joe Vasquez](#)

Jeffrey Lipsius on “Selling to the Point”



Jeffrey Lipsius was the featured speaker at the October 17 meeting of the Malibu Rotary Club. He is the President and Founder of Selling To The Point®, LLC Sales Training and Consulting. He developed the Selling To The Point® sales training method during his 30-years of sales training experience.

Several members of the Malibu Rotary Club knew Jeff. Jose Manaiza introduced him but his background went back even further with Bill Wishard. The formulation of Jeff's ideas were influenced heavily by Bill's brother-in-law Tim Gallwey, who is famous for writing several "Inner Game" books starting with the "Inner Game of Tennis." It is an approach that has been adapted by coaches in many sports, including Seattle Seahawks (and former USC Trojan) successful coach Pete Carroll.

Jeffrey was the Vice President of Sales for a large vitamin brand in 1998 when he asked Timothy Gallwey, "How can I apply The Inner Game to my sales force's performance."

He recalls that interaction with Tim on his website <https://sellingtothepoint.com>.

"Tim answered Jeffrey with another question. Tim asked, 'Why, in the interaction between a buyer and a seller, is the conversation called 'selling'? And why would buyers agree to this obviously one-sided definition? Which is more important to both parties—the selling process or the buying process?'"

Jeffrey spent the next 20 years answering Tim's question, consulting with Tim, and experimenting with sales forces. The culmination of this process led Jeffrey to write his book, *Selling To The Point*.

Selling The The Point turns traditional sales training "inside out." Jeffrey maintains that "The point of selling isn't selling, it's buying. The salesperson's priority should be the customer's buying performance, not the salesperson's selling performance."

Jeffrey also challenges how traditional sales training books are written like instruction manuals. "That's not how successful salespeople learn," he says. Jeffrey wrote *Selling To The Point* as a fictional story. He says, "Salespeople should be constantly learning through conversations. The book's principles emerge out of such conversations between characters in his business focused story. This format teaches salespeople to learn from dialogue, the most critical skill for selling success."

Jeff's presentation at the Rotary meeting was interactive, asking questions that would guide the listener into the direction that he wanted .

Jeff asks, "What's the goal of selling?"

"Buying!" becomes the unanimous answer.

He says that everyone is trying to sell something, whether it's a product, service or even an idea. And sales people are essentially in the decision business. Sales people are, or should be, the customer-buyer's decision coach.

The sales person may have what he thinks is the perfect product, demonstration and presentation to pitch to a potential buyer. The seller knows what is in his mind and what he is going to do. The seller has the well prepared Conversation A.

Conversation B is from the potential buyer. It is unknown by the seller, and it is also unknown by

the buyer. It is called the “Black Box” in most sales courses. The Black Box is a mystery to both buyer and seller.

So “what is the purpose of the Salesperson?”

Glad you asked. The purpose of the sales person to form a team with the buyer, to coach the buyer to make the best decision. That is why Jeff calls the sales person a “Decision coach.”

There are certain principles in decision making. It must be a *natural* process—not forced. In the end the decision should be a “No Brainer” for the customer.

Key in this is “Internalization”--The decision must come from within the buyer. Making a decision on the outside doesn’t change the inside.

Jeffery shows us a picture of a little girl who the photographer asked to smile. The resulting picture showed a forced smile. The father knew something that would make the girl laugh and smile, like showing her her favorite toy or bringing out their dog. Without asking her to smile the girl smiled naturally and a this resulted in a better resulting photograph being taken. It was a natural process that came from within.

The decision of the buyer is integrated into the customer’s beliefs, priorities, and values.

The sales person must show value in what is being sold, but has importantly the salesperson must be a good observer and listener to buyers needs.

Tim Gallwey states a formula for success as “Performance = Potential minus Interference”

The 3 C’s for improving the Decision Coaches performance are

- Internal confidence
- Internal clarity
- Internal choice

Jeff’s website <https://sellingtothepoint.com> has many pearls and also ways to buy his book and also his courses and seminars, both live and online.

The website has blogs which emphasis Jeff’s points. One called “Customers Buy For Their Own Reasons, Not the Salesperson’s” makes this point:

“It’s human nature to presume we play a role in what people do. In reality, a lot less of what people say and do is caused by us than we think. People generally think and do things for their own reasons, rather than because of us.

In the same regard, Salespeople over-estimate the influence they have on their customer’s decision-making. For example, salespeople feel it’s important to get customers to like them. I can think of instances when I bought from salespeople I didn’t particularly like. I bought from them anyway because they had the best product.

When salespeople over-estimate their influence, it obscures the real reasons why customers decide to buy or not. This will be detrimental to a salesperson’s learning and improving. For

example, a young consumer electronics saleswoman shows a home audio system to a couple. The woman in the couple liked it, but the man hemmed and hawed and finally said “no”. He wouldn’t explain why. The saleswoman theorized that he didn’t buy because the customer thought she was too young to give electronics advice. This reinforced her belief that consumers have a hard time trusting electronic advice from young women. In reality, he didn’t buy because he felt assembling a complicated audio system would be overwhelming. He didn’t state this because he was embarrassed to admit it in front of his girlfriend.

This saleswoman’s misinterpretation will interfere with her learning and improving. Instead of learning that customers won’t buy when they feel overwhelmed, she thinks she needs to make extra effort displaying her expertise. Her presentations get more technical, which causes her to overwhelm more customers. Eventually she decides it’s just too difficult for young saleswomen to sell consumer electronics and she quits.

Bear in mind there’s a human tendency to feel overly responsible for the actions of others. When salespeople keep this tendency in check, they’re rewarded with accelerated learning and success.”

Another blog “Elevate Your Customer’s Decision-Making Quality” shows that the process of coaching the customer’s Decision-Making Quality can be effective long lasting even beyond that customer:

“Successful multi-level marketing salespeople don’t just sell products. They also get customers to enlist friends to sell their products. This requires securing a higher level of conviction from customers. These salespeople have mastered the art of obtaining higher decision-making quality. How do they achieve this? It’s simple. They’re able to create buying-decisions customers take personal ownership for. They’ve successfully integrated their client’s beliefs and values with the decision to buy.

These salespeople don’t try to instill new beliefs and values in their customers. Through active listening and observation they discover beliefs and values their customers already have. Once these beliefs and values become apparent, salespeople can respond by presenting their product, service, or idea in a complementary way.

Traditional sales training under emphasizes the importance of buying-decision quality. It’s short sighted for salespeople to just go for the sale and move on. Most salespeople must rely on their customers taking independent initiative after their salesperson leaves. This initiative could be in the form of re-using the product, re-ordering it, or giving a good review to potential customers. It’s not uncommon for customer follow-through to be more valuable than the initial sale itself.

High quality buying-decisions are achieved by clear intention, deep consumer awareness, and insightful salesperson responses. The art of securing high quality buying-decisions is one of the most valuable but understated sales skills a salesperson can possess.”

The book *Selling To The Point: Because The Information Age Demands a New Way to Sell* is available in Amazon and reviewers have given it 4 ½ stars. The website <https://sellingtothepoint.com> has more information.

Malibu Rotary Halloween Fund Raiser

**CALAMIGOS BEACH CLUB &
THE MALIBU ROTARY CLUB PRESENT
FRIDAY OCT 26TH**



HALLOWEEN
KBUU-FM MALIBU SURF TEAM **PARTY** MALIBU SCHOOL SCHOLARSHIPS

MASTER OF CEREMONIES - TED SILVERBERG

MUSIC PROVIDED BY DJ "RAINBOW"

AUCTION ITEMS - LAKERS, KINGS, DODGERS, CLIPPERS AND INDY 500 TICKETS

\$85 PER PERSON | 7 - 11 PM | FOOD & DRINK & VALET

CALAMIGOS BEACH CLUB - (FORMERLY BEAURIVAGE)

26025 PACIFIC COAST HWY ~ MALIBOO

CAN'T ATTEND? MAIL DONATIONS TO PO BOX 716, MALIBU 90265



FOR MORE INFORMATION CONTACT: JOY 714-875-4127 TICKETS: WWW.MALIBUROTARY.ORG

Much of the October 17 meeting and all of the October 24 meeting of the Malibu Rotary Club had and will have to do with the Malibu Rotary Club Halloween Fund Raiser Dinner Party at the Calamigos Beach Club on October 26. Margo as chair of the event, as well as President of the Club for the month of October, has been busy trying to make it all happen. Auction items have been coming in daily. Besides the Lakers, Kings, Dodgers, Clippers and Indy 500 tickets, gift certificates to various Malibu restaurants and stores, art pieces including signed Normal Rockwell prints, tapestries et al. Carlye bought the house formerly owned by the late Julie Van Zandt May, the artist who founded the Malibu Art Festival, and was known for painting landscapes of Malibu. Her large mural depicting the Chumash Indians hangs in the Malibu Lagoon Museum. Her son has donated some Julie's paintings to the Malibu Rotary Club. Some of those will be offered the auction and prior to Halloween Party Carlye has already raised \$1000 in selling Julie's works. The biggest concern for Margo was that ticket sales for the event have been less than hope for. The 2017 Malibu Rotary Club Halloween Fund Raiser sold out with over 140 tickets sold. At the time of the October 17 meeting only 66 tickets had been sold. Margo learned that one of the beneficiaries of the funds raised, the Malibu Sharks Surf Team would be in a surfing competition in Ventura at 7:00 a.m. on Saturday Oct 27, hours after the Rotary event, and many of those who attended the Rotary event last were not buying tickets this year because of that. Also, another group of potential ticket buys, parents of the Malibu High School music program, which also benefits from Malibu Rotary contributions through the Annual Malibu Rotary singing competition, also had fund raising event planned for the October 26 week end. There was so much worry about whether this event would make money there were who wanted to cancel it. By the meeting of October 17 the feeling was that between the auction items and donations, the Malibu Rotary Club should make at least some on this event, even if the ticket sales were below our goal.

There was a last minute push to get the work out and hopefully the last week prior to the event on October 26 will see a dramatic uptick in ticket sales.

Malibu Club Rotary Surfwriter Subscribers can buy tickets or make donations on line by going to www.maliburotary.org or going to the event brite link at

<https://www.eventbrite.com/e/the-malibu-rotary-club-halloween-event-2018-tickets-49817876610>

Rotary District Events

Rotary District Breakfast

October 30 at 7:00 a.m. at the Westin LAX Hotel

COST:

By October 23: \$43/person Or \$400 for table of 10

After October 23: \$48/person

ABOUT OUR KEYNOTE SPEAKER, JAKE OLSON:

Jake Olson is 21 years old, a resident of Huntington Beach, California. When Jake was 8

months old, he was diagnosed with a rare form of eye cancer, retinoblastoma. The disease claimed his left eye before the tender age of one and in November 2009 Jake lost his right eye after battling the cancer for 12 years. Jake confronted many challenges during his battle and has used his experience to better himself as a person and develop a strong faith in God. Jake wrote a book when he was 8 years old to uplift and encourage other children who were battling cancer and other diseases. Jake has shared his book and faith with countless others, including both adults and children that have been touched by his story. Jake has also just published his second book, "Open Your Eyes", which was released January 2014. He has a wholesomeness to his heart and spirit for life beyond his years.

This year's Rotary Foundation Celebration is taking place Saturday, November 3, 2018 from 5:30-10:00pm at L.A.'s iconic Union Station.

Rotary Project in Peru

On July 25 Malibu Rotary Club President Bianca Torrence spoke in detail about the Rotary District 5280 Humanitarian Trip to Lima Peru April 3-8. Via e-mail prior to the August 8 meeting Bianca made a formal proposal to the Malibu Rotary Club Board of Directors: Her proposal was that the Malibu Rotary Club commit to be the Lead club for the grant #10 on the Peruvian Rotary Humanitarian District trip **BARRANCA-Smile Project**.

It takes \$5k to be the lead club on the Global Grant project. Bianca pointed out the Malibu Rotary Club already had committed \$2k for the project and she will work on getting the rest so the Malibu Rotary Club will be recognized as lead club in this project.

Malibu Rotary Board approved the funding of the Peruvian **SMILE BARRANCA** project at the August 8 meeting. The **SMILE BARRANCA** was the project that was in most need of funding of the eleven humanitarian projects of the Rotary District 5280 Humanitarian trip in Peru. We are sure Bianca will bring a big smile to the people of Barranca.

Bianca spoke at the Pacific Palisades Rotary Club September 20 and was persuasive enough to have the Palisades Club join the Malibu Rotary Club in sponsoring the Peruvian **SMILE BARRANCA** project.

That project specifically is hosted by Rotary Club of Barranca, District 4465 Serving the marginal urban and rural sectors, and in educational institutions where there are deficiencies in oral health care in Supe Pueblo, Puerto Supe, Pativilca, Paramonga and Barranca. Needs Assessment Oral Health in Peru is a public health problem, so a comprehensive approach is necessary, applying effective measures to promote oral health and prevent the consequences of poor oral health. Poor population, as well as non-poor, presents needs for the treatment of oral diseases. One of the human groups sensitive to such public health problems are minors, including children between the ages of 3 and 6, where the habits of hygiene and oral care are generated and reinforced, which will be sustained during their future development. This need was assessed by visiting the schools and population evaluation by dentists in Barranca. Project Description • Preventive care and education to children who belong to the Non-school Initial Education Program. • Oral health care for beneficiaries of urban and rural sectors. • School and population training in Barranca Area of Focus: Disease Prevention and Treatment Goals The objective of

this project is the promotion of oral health and oral hygiene in marginal urban and rural sectors without health coverage and children from Not Standardized Initial Education Programs.

Bianca said her family has had a charity project in Peru for years she has decided to have her family charity project to contribute an additional \$1000 to that project in behalf of the Malibu Rotary Club, doubling the Malibu Rotary Club contribution from \$1000 to \$2000.

No time for Happy Dollars on October 17th But

Malibu Rotary Club Surfwriter Editor John Elman would have put a Happy Dollar down for this: He is getting this issue of the newsletter out early this week because on Sunday, when he normally writes and sends the newsletter he will be at a rehearsal and playing in a concert with the Santa Monica College Jazz Band in the Music Hall at the SMC Performing Arts Center on 11th and Santa Monica Blvd in Santa Monica. John recommends this concert to anyone who loves jazz, especially the big band jazz of Count Basie and the bebop musicians who played with him. There are 6 percussionists in the band and only one or two of them play at one time. John is only playing on the first number at 4:00 p.m. but will enjoy listening to the rest of the concert with everyone else. There are about 30 musicians in the band, including several from Malibu like former director of the Malibu High School Jazz Band Bill Bixler, who is playing baritone sax and bassoon with the SMC band. Details of the concert from the SMC Music Concerts Calendar:

SMC Jazz Band

Frederick Keith Fiddmont, Conductor. October program — "Notes From Flyover Country" — is dedicated to the music contributed to the jazz lexicon by musicians from St. Louis, Missouri: Clark Terry, Ernie Wilkins, Oliver Nelson, and Miles Davis. December concert — "Very Vocal Jazz" — concentrates on the fertile landscape of Big Band music written to feature the jazz vocalist, enhances songs from the American Songbook with some surprises, and features a surprise special guest.

Sun, October 21 | 4 p.m. | \$10

Mon, December 3 | 7:30 p.m. | \$10

Music Hall at SMC Performing Arts Center

MALIBU ROTARY CLUB 2018-2019
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Bob Syverstein

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Carlye Rudkin

Peace-Co-Chair

Alex Ayzin

Fundraiser Co-Chair

Margo Neal and David Zielski

Malibu Rotary Club Rotating Presidents for 2018-2019

July 2018	
August 2018	W. David Baird
September 2018	Margo Neal
October 2018	Margo Neal
November 2018	Margo Neal
December 2018	W. David Baird
January 2019	W. David Baird
February 2019	Bianca Torrence
March 2019	John W Elman
April 2019	John W Elman
	John W Elman
May 2019	Teresa LeGrove Cherkas
June 2019	Bianca Torrence
	Bianca Torrence

CALENDAR

October 24 2018 Margo Neal
Club Assembly--Final Planning Session for Halloween Fund Raiser

October 31 2018 Jose Angel Manaiza Jr
How I Achieved the American Dream (Winning Toastmast Speech)

Jose Manaiza Jr is President of the award winning Malibu Toastmaster's and has given a prize winning speech, How I Achieved the American Dream, which he will share with the Malibu Rotary Club at the October 31 2018.

November 07, 2018 Alex Ross

***The Social Chameleon* - A 3D Animated Short Film**

The Social Chameleon is an animated short about a chameleon who is good at fitting in with all the other animals, but doesn't know how to be himself. The story follows Cosmo the Chameleon day-by-day as he successfully postures and fits in with each animal group, but ultimately returns home alone and empty. He doesn't know how to change his colors - or even that he can - until one day his fate is turned by another chameleon. Alex Ross will show this animated film at the Malibu Rotary Club meeting on November 7. You can see more at the following websites:

IndieGogo: <https://www.indiegogo.com/projects/the-social-chameleon-animation/x/>

Website: www.thesocialchameleon.org

Facebook: www.facebook.com/TheSocialChameleonShort

Instagram: @the.social.chameleon

November 14, 2018 Scott Houston West Basin Municipal Water District
The Malibu SMART Program for Water Conservation

West Basin Municipal Water District Board Member Scott Houston. will talk about the Malibu SMART program for water conservation at the Malibu Rotary Club meeting November 14.

With increasing temperatures, persistent drought conditions and a prolonged fire season, it continues to be important to save water. To address these important environmental issues, the City of Malibu, Los Angeles County Waterworks, and West Basin Municipal Water District are launching a comprehensive water conservation program. The Malibu Smart and Topanga Smart water savings programs will help both residential customers and businesses reduce water use.

The program aims to save 28 million gallons of water annually in Malibu and Topanga

Canyon through the installation of water-saving measures. This will be achieved through a guided water-efficiency concierge program that helps customers get rebates for installing the latest watering technologies.

November 21 2018 No Meeting—Enjoy Thanksgiving

December 12, 2018 Malibu Rotary and Malibu Chamber

Malibu Rotary Club meets with Malibu Chamber (Paradise Cove Cafe)

December 26 2018 No Meeting—Happy Holidays

January 09, 2019 --Reese Halter Bees, Trees & Seas Saving the Earth

Reese Halter an award-winning broadcaster, distinguished conservation biologist and author of ten books. John Grace of Westlake Village Sunrise Rotary saw her presentation: Bees, Trees & Seas at The Westlaker's Club in October (2016). He invited her to speak at the Westlake Village Sunrise Rotary Club in December (2016). The president, Don Martin, awarded her an Outstanding Service Award for her community outreach work in conservation.

January 16, 2019 Peter Lattey - Global Grant WASH in Schools project

Peter Lattey is Past President of Rotary Club of Downtown Los Angeles and currently its International Service Chair and chair of the club's participation in LA 5's Global Grant WASH in Schools project in Kenya. He just returned from Kenya, where he has been working on the project.

Here is a link to a video that he made that gives an idea of what the project means to the children there.

www.youtube.com/watch?v=Ad54H49MsZU

Peter will be at the Malibu Rotary club January 16 for its morning meeting in LC 152 at the Pepperdine University Drescher Graduate campus in Malibu at 8:00 a.m. to show and tell us about this worthwhile project