

## DETERMINATION

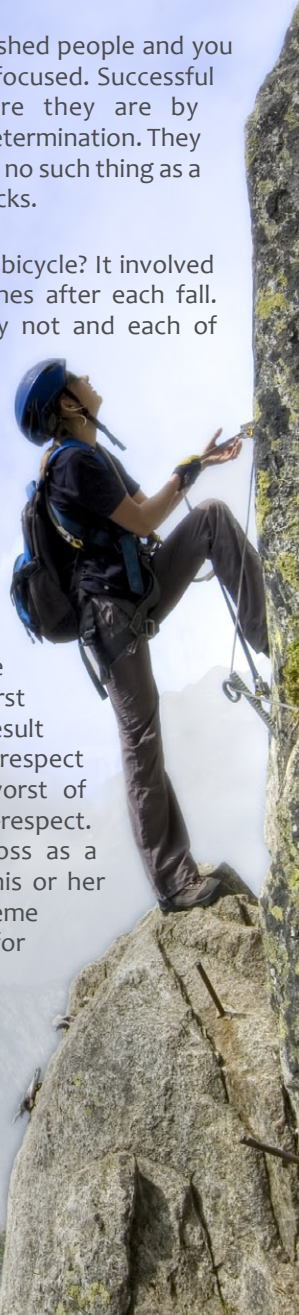
*Neither talent nor education will take the place of determination. The world is full of unsuccessful over-talented and educated people. Nothing can take the place of determination and persistence.*

Look around you at accomplished people and you will note they are extremely focused. Successful business owners got where they are by maintaining their focus and determination. They have also learned that there is no such thing as a failure in business, only setbacks.

Remember learning to ride a bicycle? It involved many scraped knees and aches after each fall. Did you give up? Most likely not and each of these falls made you learn to ride even better. The same applies in business. Each setback is a lesson to learn from, and that's one of the primary keys to success in business.

Determination begins with a strong belief in yourself. Procrastination, ambivalence and indecision are the worst enemies of success. They result in lost opportunities, lack of respect by staff and clients, and worst of all, lack of your own self-respect. A procrastinator comes across as a person unable to make up his or her mind and unreliable in extreme situations. Would you work for someone like that?

Determination is the most important predictor of success. Believe in yourself, respect yourself, stay focused. Where others will fail, the determined and persistent will always win.



## AVITAN TradeTalk

On March 10, 2011, another Trade Talk was held in Edmonton, Alberta. The participation in the "Sales and Marketing" session was lively and enthusiastic, especially from the several ladies that attended. They seemed to have more questions than the rest!

For information on upcoming events and to register, visit our website at [www.avitan.ws](http://www.avitan.ws) and click on Trade Talk.



*Attendees listen as Amos Avitan covers some important aspects of sales and marketing.*

### Basics of Supervision

## NO LONGER "ONE OF THE BOYS"



When you've worked as one of the crew and then move into the role of supervision, you've got some thinking to do. How you interact with your co-workers will be from a different perspective.

### Upon becoming a supervisor you have three choices:

1. Remain being "one of the boys."
2. Adopting an attitude that says "I'm in charge now, boys, so be on your toes!"
3. Let your co-workers know that you continue to respect them and value their opinion as always, but your responsibilities have now changed.

In the first instance, you will end up being an irrelevance to your subordinates, your colleagues and your boss. In the second instance, your subordinates will find ways to cut you down to your previous status. In the third instance, it will be hard work.

In moving from being "one of the boys" to a team leader, you will struggle with some relationships. Give everyone time to work out how to deal with you and find out what your new role means for them. As a good supervisor, you must retain or gain the respect of both your own supervisor and your subordinates, while giving respect back in equal measure.



# Strengthen your Mind and Body

It has long been known that regular exercise boosts your brain power. But, according to neuroscientists at Cambridge University, running in particular stimulates your brain to grow new grey matter and has a big impact on mental ability. If the thought of starting a running program makes you want to “run,” think again. You can ease into it by combining walking and running with this easy-to-follow plan:

WEEK	WALK	RUN	REPEAT	TOTAL MINUTES
1	5 minutes	1 minute	4 times	24 minutes
2	4.5 minutes	1.5 minutes	4 times	24 minutes
3	4 minutes	2 minutes	4 times	24 minutes
4	3.5 minutes	2.5 minutes	4 times	24 minutes
5	3 minutes	3 minutes	4 times	24 minutes
6	2.5 minutes	3.5 minutes	4 times	24 minutes
7	2 minutes	4 minutes	4 times	24 minutes
8	1.5 minutes	4.5 minutes	4 times	24 minutes
9	1 minute	5 minutes	4 times	24 minutes
10	0.5 minutes	5.5 minutes	4 times	24 minutes
11				20 minutes

## Remember these important tips:

- It’s always a good idea to get an approval from your doctor, especially if you haven’t exercised in a while—or ever.
- Wear proper footwear. Good running shoes will provide the cushioning your legs and joints need.
- Do this at your own pace, speed is not important.
- Warm up before the exercise and cool down slowly afterwards.
- A stopwatch or a watch with timer will help you follow consistent walk/run schedule.
- Listen to your body. If you start feeling any aches or pains while running, it’s time to stop.

## Thinking of ways to improve your customer satisfaction?



It may surprise you, but this small trick has earned customer loyalty to construction companies in the past.

Do you have an office with a bathroom your clients and subcontractors will use? It will make an unforgettable impression if your bathroom is remarkably pleasant.

Take it a step further and use the same technique on the bathrooms at your jobsites. Keep them clean! It's worth the effort in customer satisfaction.

## There Is Such a Thing as “Good Stress”



Results from a recent study suggest chaos and stress can be good and might even help protect against cancer.

In an Ohio State University study, scientists housed mice in either a conventional environment (a few cagemates and toys) or a challenging one (about 20 cagemates and a pile of toys), then injected them with cancer cells.

The results? Tumours were as much as 77 percent smaller in the mice who had lots going on, and one in six of this group avoided cancer entirely.

“Good stress,” that from short-term, manageable challenges, seems to boost immune-system activity, says Dr. Matthew During, one of the researchers. It also raises levels of the brain chemical involved in neuron survival, which may reduce tumour growth throughout the body. (Note the research does not conclude that all stress is good for you. This research was regarding short-term manageable stress.)

**“There is no such thing as an insignificant improvement.”**

–Tom Peters

# Are You Selling Aggressively?



Quite a few companies will be out of business this year. Over 50 percent of new companies go broke within the first year of start-up, but there are always a few older companies that bite the dust when an economy shifts, which it has. Companies that opened their doors during 'boom times' don't know how to survive when times get tough. Why? Because during the boom times, jobs were easy to get and the companies never learned to sell aggressively.

Many of these companies are now caught in a downward spiral of cut price competition. The only way they know how to get a job is to have the lowest price. Eventually, the price is so low that the company loses money doing the job. Obviously, that can only go on for a limited time before the doors will have to close.

The biggest mistake you can make is assuming that no matter what you say, the job will always go to the company with the lowest price. Huge mistake. HUGE! People choose the lowest price until you convince them your services are worth more. That's selling.

## Why Clients Will Pay You More Than The Next Guy

Clients pay to have problems solved. It's that simple. You must convince your prospect that you will solve his problem better than the next guy, and the solution that works costs more. In order to do that, you need to find out what his 'problem' (or big worry/concern) is. Sometimes, you have to show him a problem that he doesn't know he has.

In order to do that, you need to get him talking. The best way to do this is by asking him questions. When you think you're done asking questions, ask some more (and take notes). Be careful not to create a feeling of being interrogated while you ask your questions.

What you want to do is uncover his concerns and pains.

You will need to bring his pains and concerns to the surface and into focus. Listen carefully and think creatively. For example, a new developer may not have a clue about the headaches involved with construction. (Many think the process is going to be fun... until they go through it.) If your potential client is a seasoned developer, get him to remember past headaches he experienced by going with the low-priced contractor. It brings up memories they had forgotten and they suddenly realize "Oh, I hated that. You mean that could happen again?" Word as many of your explanations as possible as questions.

Always get him to quantify the pain or concern in terms of

dollars. What did the delay (or whatever the 'pain') cost him? How much is it worth to him to avoid his previous problem? Once you can get him to attach a dollar figure to 'the problem' it will be possible for him to justify your price. You will often be shocked to discover that the price he places on relieving the pain is far higher than you would charge for the work.

Energetic selling is guiding the conversation so he sees that the cost of hiring you is far less than the cost of choosing the wrong contractor.



## Got Generational Mix in the Workplace?

Does your workforce consist of several generations of employees? With each age group having different work values and perceptions of authority, working in harmony can be challenging.

Learn what each employee values and needs to be most productive. While Boomers value security and stability, Generation X-ers are adaptable and want work/life balance. Tech savvy Gen Y-ers appreciate freedom, flexibility and immediate feedback. Because of the varied perspectives, one employee's strength may be seen as a weakness by a member of another generation.

Make the age diversity your advantage, not a problem. Treat everyone, from the newest hire to the seasoned employee, with the same level of respect. Encourage your workers to share their expertise and knowledge. An older employee will feel engaged and valued when mentoring a younger co-worker who, in turn, brings fresh new energy and innovative ideas.

Never stop reminding your staff that you all share a common goal. Focusing on the commonalities instead of differences will build stronger bonds within the team.



## SPOTLIGHT ON OUR CLIENTS



Congratulations to **GMAC Roofing** in Victoria, BC, on being the latest client to sign on for an intensive 4 year training program with Avitan. Welcome aboard!

Kudos to **Aldrich Construction** in Lacombe, AB, for making their first Trade Show ever a huge success! "We took Avitan's advice and we went there with the attitude that we are here to get leads. We said (to people) "We are here to earn your business, so how can we do that? It worked," said Cody Aldrich, the company's Marketing Manager. Cameron Aldrich, the President of the company, followed up with all prospects immediately after the show, and successfully arranged appointments with most of them. "I wish we had started the marketing a year ago!" added Cameron. Way to go!

Thumbs up also go to **Quality Air / Unit Mechanical** in Winnipeg, MB, for putting into practice the recommended steps toward building employee morale. The setting up of regular staff meetings and a larger involvement of employees were met with positive feedback, and improved the overall strength of the company.

**Tasa Construction** in Burnaby, BC, reached yet another breakthrough—for the first time in its 32 year history the company now has fingers in all the markets—with residential, commercial and industrial projects currently on the books!

**Showtime Contracting** in Langley, BC, have just launched their brand new website created by Avitan. It is one rockin' website and you can visit it at: [www.showtimecontracting.com](http://www.showtimecontracting.com).

## GADGETS & TOOLS

### All-Knowing Camera

Casio's camera (Casio Exilim EX-H20G) always knows where you are, even if its GPS doesn't. If you walk indoors, a motion sensor and accelerometer track speed and distance, so photos can be geo-tagged relative to your last location.



\$350; [www.casio.com](http://www.casio.com)

### Re-Boot

Timberland's new work boots (Timberland PRO Helix) protect your toes and fight foot fatigue. The reinforced multi-alloy toe is expanded to give your toes wiggle room, while the polyurethane midsole is filled with cone-shaped channels that absorb more shock than other boots.



From \$130; [www.timberland.com](http://www.timberland.com)

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A conference for owners and their wives.  
Join us for a fun & informative day on the coast!

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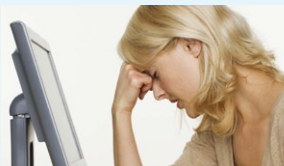
## IS YOUR COMPUTER MALE OR FEMALE?

*Arguments for either gender are pretty solid so decide for yourself which one it is:*



According to men, computers must be **FEMALE** because ...

1. No one but their creator understands their internal logic.
2. The native language they use to communicate with other computers is incomprehensible to everyone else.
3. Even the smallest mistakes are stored in long-term memory for possible later retrieval.
4. As soon as you make a commitment to one, you find yourself spending half your paycheck on accessories for it.



According to women, computers are definitely **MALE**, seeing that ...

1. In order to do anything with them, you have to turn them on.
2. They have a lot of data but still can't think for themselves.
3. They are supposed to help you solve problems, but half the time they ARE the problem.
4. As soon as you commit to one, you realize that if you had waited a little longer, you could have gotten a better model.