Hotel group relocates staff from Buenos Aires
Sheraton moves Latin HQ here

Staff Report
Starwood Hotels & Resorts, which operates about 750 properties in 79 countries – including the Sheraton brand, is moving its Latin American headquarters from Buenos Aires to Miami-Dade’s Sheraton Bal Harbour hotel.

The decision was primarily fueled by Starwood’s expansion in Mexico.

The Miami area provides greater travel flexibility to both Mexico and Central America, where the hotel group operates 22 properties under the Four Points, Sheraton, Westin Luxury Collection and W Hotel name brands. It operates

A big difference between suspects and true prospects

You’re back in the home office, away from the glamour and action of the international marketplace, where you make the sales happen. What now?

The following are five areas on which you should concentrate to make your time most valuable.

First, separate the “suspects” from the “prospects.”

Spend time disqualifying all the suspects you meet on your business trip.

One of the most important and least understood aspects of selling is that you want to disqualify the suspects as quickly as possible, so you can spend quality time with true prospects and clients.

This concept requires a total

Bright signs: Leasing activity up so far in ’03

By JOHN FERNANDEZ
Managing Editor

Leasing activity in the international hub of Airport West and neighboring areas of Medley and Blue Lagoon is rebounding this year, real estate brokers say.

Airport Corporate Center is a good example. Insignia/ESG has signed leases for more than 65,000 square feet in the first quarter of this year. The park has more than 1 million square feet of space. Through the end of last year it felt the ripple

Colombian bank boosts weakened Brickell sector

By JOHN FERNANDEZ
Managing Editor

U.S. and Florida banking regulators have approved a request by Colombia’s

BANCOLOMBIA

largest commercial bank, Bancolombia, to open a Miami office, giving a shot in the arm to Miami-Dade’s battered foreign banking industry.

With more than $4.3 billion in total assets, Bancolombia will join the local operations of Banco de Bogota and

Appliance maker’s thriving Chinese factories can’t overcome Latam woes

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A few are worth chasing as prospects

Continued from page 1

change in mindset. Instead of having a “full pipeline,” you want to be cleaning out that pipeline as quickly and efficiently as possible.

You do not have the time to waste talking to suspects who are unlikely to give you enough business.

Only a relatively small percentage of the people you met while traveling will be worthwhile to continue chasing. These are the prospects.

There can be many reasons to disqualify someone. You will require excellent questioning techniques to be able to accomplish this in an expedient manner.

Most of the time, you will disqualify a company because it does not have a problem or need that you can solve. Refer the company to someone who can solve the problem or get a referral from them.

You may disqualify the prospect because the budget or volume of business is not sufficient. Or, the decision process that the prospect uses may not be acceptable to you.

The most severe end of the disqualifying process is fighting to get the prospect to say “no” to you. Fight for the “no.”

After you disqualify the “suspects,” spend time cultivating the true prospects and your existing clients.

The second thing you should do is to network.

We are blessed in an international city like Miami to have a large number of bi-national chambers of commerce. Attend these meetings, and judge their value.

Zero in on a couple of chambers that can be most useful to you, and get involved in them. Take a look at other organizations you may wish to join for networking purposes.

There are two reasons for networking. One is to provide prospects for your company and the other is to provide exposure for yourself. Industry trade shows and professional associations will allow you to promote yourself.

This provides a perfect segue to the third item on my list:

Get exposure for yourself and your company by writing professional articles and doing free talks. I am always amazed at how few people, people with in-depth knowledge of their industries and markets, write articles for trade journals or make speeches about their industry, markets or company.

Make a concerted effort to get noticed, and bring attention to your company. You will be recognized as a special person if you can get published and invited to speak.

The fourth area is education. I am biased because I am in the education business, but I believe that you are never finished learning.

Take time to continue your education. This can be trade education, professional education or an advanced degree.

The world changes very quickly. You cannot keep your head buried in the past and rely on what you learned before. Enroll in classes, attend workshops and keep furthering your education.

And the fifth element to being productive is to always remember that salespeople are never successful by being on “clock” time. The clock is your enemy. Set your goals and work on “goal” time.

Concentrate on short-term behavioral goals that will lead you to both short-term and long-term success.

Create a “recipe” for success and reduce it to the lowest common denominator – the day, week or month. And then stay on your “goal” time. Insure that you achieve your daily goals every single day. Forget the clock; achieve your goals.

Include in these goals all the ingredients you need to be successful. The mix is different for each person.

It may include cold calling, follow-ups with existing clients, networking, direct mail or email, writing articles or arranging speaking engagements, and many other items.

Think this through and then develop a daily, weekly and monthly recipe and stick with it.

Your boss may not understand but, when you have completed your goals for the day, week or month, play golf.

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