

Just Show Up: A Simple Way to Succeed

Until recently, as a smaller regional firm (Massey Knakal), we would only rarely travel for business...most of our clients were in New York (or would regularly come to New York themselves). However, for years we would coach our salespeople to travel to clients (or prospective clients), who were outside New York, any chance they could get. Fortunately, our salespeople are a coachable/competitive bunch. Relationships with existing clients were always markedly improved by virtue of the effort made to travel. Furthermore, I can't recall an instance when we traveled to a new or prospective client where we didn't win the business. We'll never understand how, on countless occasions, our competitors never bothered to just make the small effort that it takes to travel. We are always shocked to hear that some people "present" over the phone.

I recently attended a conference in Shanghai with my new boss (Ed Forst, CEO of Cushman & Wakefield). This conference brought together all of Cushman's Europe and Asia offices for their Annual Awards Ceremony and Strategic Initiative discussions. Interestingly, Ed showed up a week early. He visited four (4) other major cities in Asia and met with countless clients. He met with the CEO of one large bank who had just bought a building in New York and had 500,000 square feet of space to lease in the building that they weren't going to use. Cushman was already in a strong position to win this business but during his meeting the CEO of the bank mentioned to Ed that no other brokerage CEO had personally visited to discuss this huge assignment. In fact, he confided that none of Ed's competitor's CEOs had ever showed up for any reason. You know how the story ended...we won the assignment.

Another by-product of Ed's two-week visit was that, by visiting, he showed his great appreciation for every employee in the Europe and Asia offices. They all knew that he had made a significant investment of time in an effort to help build their business. At the final dinner in Shanghai, our host, Cushman & Wakefield CEO of Asia Sanjay Verma, publicly thanked Ed for doing what no prior CEO had done by attending their ceremony and spending two (2) weeks in Asia. Ed just looked over at me as he was being thanked and winked as he said, "Hey...I just showed up!"



PAUL J. MASSEY

President, New York Investment Sales

212.696.2500

paul.massey@cushwake.com