

# PLANTING SEEDS OF POSSIBILITY

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*What are “Seeds of Possibility” ?*

Planting a seed is an action of proactivity. It is intentional. It is deliberate in every way. We have opportunity to plant seeds in every unilateral communication, as well as every bilateral communication. The focus of this article is on the unilateral communication seeds. Voice mail, e-mail, texting, letters.....any communication where we are conveying a message intended to evoke a desired action or behavior should be construed as an opportunity to plant a seed of possibility. To maximize our effort, certain elements need to be a part of every “planting”. Please consider this a “planting checklist”. With practice, this list can become second nature. When it does, measurable results are sure to follow. Let the planting begin.....

1. State their name with the highest degree of connection you have earned. Is it Robert, Bob, or Dr. K? How you address someone makes a big difference, and should be only to the level you have earned.

2. State who you are, and spell your name if necessary.
3. Speak now of your connection, referral, shared association or interest. Think of a common ground and tie the connection.
4. State clearly the essence of your proposition. Underscore the possible benefits for their involvement or action.
5. Personalize the message. Insert something you know of them into the equation.
6. Ask them to visualize the possible outcome of taking action.
7. Deliver next step directions. Be clear regarding what action is to follow next.
8. Leave them your contact information clearly. If the message is on a voice message, leave the contact information twice.
9. Leave the correspondence with a statement of likelihood leaning in the direction of your intent. Frame a successful outcome.
10. Thank them for their time and thank them in advance for their follow through.

When you are face to face, this seed planting process can be woven into a conversation. There is no time limit, only that given by the non verbal cues of your audience. If you are leaving a message, either by voice mail, text, or e-mail, be sure you are succinct and to the point. No one enjoys five minute voice mails and two page e-mails!!

Putting all ten together, a well planted seed of possibility might sound or read like this:

Hello Robert, this is Greg Pinneo speaking. I am a member of the WAC and an avid handball player and golfer like yourself. We are both good friends with Mike Craig. Mike shared with me that you have a building in the Eastlake area that you may be selling. I am a buyer of buildings in that area and would very much like to meet with you to discuss the possibilities. Often times I can act quickly and relieve owners from the responsibility of tenants, maintenance, and nagging management. I understand that a lot more golf is in your future plans, and I hope that what we work out will put you on the tee in short order! Please give me a call anytime so we can schedule a meeting at your convenience. My number is 206-226-7777. I am certain that we will work things out between us and that the transition will be seamless. I will be putting in a call to Mike to thank him for the introduction, and want to thank you in advance for taking your time to explore the possibilities with me. Good Bye for now Robert. I look forward to your call.

Most of the time, messages we get go like this:

“Hello, My name is Greg Pinneo. Give me a call when you get a moment at 206-226-7777.”

This type of message does not give the person you are calling enough information, and will likely result in a non-response choice on their part. When we engrain the ten step planting process into our brain, our return response ratio goes through the roof. Practice, practice, practice!

Happy planting! I look for a bumper crop out of your efforts!

Living Deliberately,  
Greg Pinneo