

## Are you a Wayne Dyer fan? You Can Never Fail!



"No one looks stupid when they are having fun!"

**Amy Poehler**

### Quick Links

[Sylvia's books](#)

[Sylvia's Children](#)



Where is Sylvia now?.

*April 17, 2019*

### How Many of You Have Used My Asset Inventory System?

It works and it works every time!

I have been testing several things since October and, guess what, they are working! And, it's been everything from how to handle cold calls to "what do you want" to "what is your budget so I can customize this for you" to closing.

Here are some ideas for cold calling and for the sales call.

"It has been suggested I speak with you";

"We have looked at your target audience and our demographics match that";

"You may not be qualified to do this ..." (be careful but it does emphasize fear of loss).

When walking them through the Asset Inventory Sheet I guide them to those benefits that either mesh with what they are doing or parallel what they are doing. And, I go through each one, sometimes just suggesting the elimination of certain elements that don't match.

When talking money I say "I need to know your budget parameters so I can give you the greatest value for your investment ... just give me the range."

**April 27-28**

5th Annual Waretown  
Spring Wine Festival ...  
Waretown, NJ

**May 13-17, 2019**

STS Marketing College  
Dahlonega, GA

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**May 26, 2019**

Opening day Aitkin  
Farmers' Market @  
Butler's ... 9-1  
Aitkin, MN

**June 1-2**

9th Annual Jersey  
Shore Wine Festival ...  
Lakewood Blue Claws,  
NJ

**Uganda trip June 12-  
25, 2019**

Sylvia's Children  
Mbirizi, Uganda, Africa

Closing? I reiterate what they are getting for their investment, emphasizing that they are getting a minimum of 3X their investment in measured marketing value and reinforcing the wisdom of their decision to participate.

**The one thing I don't do is give them a "package". When they select what they want they have taken ownership and are more committed. And, it's win/win.**

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If you are looking for some beautiful photos that would look great in ANY home (they are like art!) ... visit this site. They are gorgeous!

<https://fineartamerica.com/profiles/antony-costa.html>

PS - notice new e-mail address  
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Lots of great stuff every two weeks!

