

Hometown News Online!

Words of Wisdom...



"Experience is a hard teacher because she gives the test first, the lesson afterwards."

Vernon Sanders Law

Quick Links

[Sylvia's books](#)

[Sylvia's Children](#)

Where In the World Is Sylvia



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February 4, 2018

Center for Non Profit
Stewardship, Corvallis, OR



January 17, 2018

Making Telephone Calls

With today's technology it is VERY easy to communicate with anyone through e-mail and voice messaging. However, do you make the call to make the call or do you make the call to achieve something? Whether it is a sales call or a call to a parent to ask them to make cookies for the church children's party, hiding behind e-mail and voice mail is not as effective as talking to the person and having a conversation.

It is very easy to say "no" when it is done hidden by the computer or by leaving a message on voice mail. Conversely, if there is a relationship it is difficult to say "no" because you have made an effort to meet, and know, the person.

This is true for many of our conversations. We are producing a Restaurant Week March 12-17 in West Orange, NJ. We sent the first mailing via snail mail and followed up two days later with an e-mail saying, basically, watch for your snail mail. That got a 1% response ... two responded out of a list of 200.

Now, following up with telephone calls we have at least 10 more committed and we haven't finished with the list. The moral of this story? No matter how much you communicate with the customer it is the personal touch that makes the difference.

Another key element in being successful, particularly in sponsorship sales, is to ask the buyer what *they* want to

March 11-17, 2018

Restaurant Week
West Orange, NJ

March 15, 2018

CPRS, Long Beach
Convention Center, CA

April 27-28

Waretown Spring Wine
Festival, Waretown, NJ

May 16, 2018

CRPA/MRPA
Sturbridge, MA

June 2, 2018

West Orange, NJ Street Fair,
West Orange, NJ

June 2-3, 2018

Cuisine on the Green\
Wine Festival, Little Egg
Harbor, NJ

June 9-10, 2018

Jersey Shore Wine Festival,
Lakewood, NJ

June 13-26, 2018

Uganda summer trip

Summer/Fall Saturdays

Aitkin Farmers' Market
9 am - 1 pm every Sat.
Aitkin, MN

September 8, 2018

Harvest Moon Brew Fest
Aitkin, MN

September 14, 2018

18th Annual Rotary Clay
Shoot, Hugo, MN

**Rotary meetings for
Sylvia's Children**

achieve through your program. Don't start with a sales pitch but, rather, a needs analysis that helps you customize the program to meet the buyer's needs while, at the same time, meeting yours. Develop a checklist of your assets so you are prepared, during the needs analysis, to give them what they want through your resources.

And, when should you call people? It depends on the industry and the time of the year. How many of you made calls on Monday, Martin Luther King's birthday? I made three sponsorship sales that day because, although staff had the day off, the decision maker was working. Our restaurants? We call them between 2 and 4 in the afternoon, when it is slowest. And, whenever you call ANYONE ask them if it is a convenient time to talk. You don't want to try to make a sales call and they are distracted or busy.

Lastly, when making calls, STAND and SMILE. You would be amazed at how effective just those two things can be. Happy Calling!



Lots of great stuff every two weeks!

**February 7 -
Stillwater, MN**