

Hometown News Online!

Words of Wisdom...



"We on this continent should never forget that men first crossed the Atlantic, not to find soil for their ploughs, but to secure liberty for their souls."

Robert J. McCracken

Quick Links

[Sylvia's books](#)

[Sylvia's Children](#)

Where In the World Is
Sylvia



February 4, 2018

Center for Non Profit



October 11, 2017

SALES IS SALES!

Why are people afraid of sales?

Here are some of the excuses that I hear in my seminars:

1. I'm embarrassed to ask for money.
2. I don't want to hear "no."
3. I'm probably asking for too much.
4. They probably can't afford it.
5. They are already doing other events/activities.

In the first place, selling is fun. It is building relationships and helping the other person be more successful. Let's look at each of these and see if I can give you a comfort zone!

1. If what you are offering has great value to the buyer there is no need to be embarrassed. The embarrassment comes from YOUR mental attitude (basically, I'm begging) not their need. If you think about what value you are bringing to THEM you won't be embarrassed.

2. No? Think how many times you have said "no" to your children ... do they give up? Mine never did! They keep asking until they get to "yes." "No" isn't "no" ... it's just not yet, later, and maybe. And, it's never personal.

3. If you have this thought in your head you aren't secure in the terrific value of what you have that they need (and

Stewardship, Corvallis,
OR

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 10-11, 2018

Jersey Shore Wine
Festival, Lakewood, NJ

June 14-26, 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

**Rotary meetings for
Sylvia's Children**

10/11 - Belle Plains, MN

11/ 2 - Madison,NJ

12/5 - Secaucus NJ

12/6 - Mankato, MN

12/13 - Chain of Lakes

want). Put together a value proposition that you believe in and you will be able to price your offering fairly and believably.

4. Never prejudge the buyer's ability to pay. You need to determine how your offering benefits them and let them decide if it has value or they can afford it.

5. How they are spending their money in other ways is not your problem! You have something of value and they need to have the opportunity to take advantage of it.

Believe in yourself, believe in your offering, believe that what you have has value ... you will be successful at sales!

Good luck!

I'm still booking seminars for November and December ... prime time to get the knowledge to go after those 2018 dollars that are being allocated right now!



Lots of great stuff every two weeks!