

Hometown News Online!

Words of
Wisdom...



"You miss 100% of
the shots you never
take."
Wayne Gretzky,
hockey player

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Want a free color
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732 946 2711 and find
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Where In The World Is
Sylvia?



May 23-September 30 ...
Farmers' Market every
Saturday in Aitkin, MN

June 24, 2015

IS "NO" AN ACCEPTABLE ANSWER?

Two weeks ago I was at the NACS (National Association of Consumer Shows) convention where I gave a keynote speech and did a fun interactive (totally unscripted) seminar in the afternoon. What a great group of really good salespeople! Loved it!

I thought today's quote tied in nicely with the headline because ... "no" is not an answer. It is really just a starting point. Why? Until you ASK you don't know what the answer will be! Once they say no you can then find out why they said no. Of course, the simplest reason is they just aren't interested. OK ... move on.

Or, they don't have the budget ... you know how to work around that. Or, they may not understand what you are selling (by the way, that's your fault, not theirs!). Or, they don't feel good or they are going to get fired or ... there are tons of reasons. However, you will never know unless you ask!

And, the most important, IT'S NOT PERSONAL. Watch children in the supermarket, asking their mothers to get them something. How many times does Mom say no? How many times do they just keep asking until they get what they want?! And,

August 3-7 ... Dahlonega, GA

August 25-26 ... Alabama Main Street, Birmingham, AL

September 12 ... Brew Fest at the Butler building, Aitkin, MN

September 14 ... NRPA, Las Vegas, NV

September 15-16 ... Graph Expo, Chicago

September 21-23 ... IFEA convention, Tucson, AZ

September 24 ... Wisconsin Main Street, Chippewa Falls, WI

October 28 ... Business Group Breakfast speaker, Marlboro

November 12-19 .. Christmas Party in Uganda, Africa



they don't even think that mom "doesn't like them". That thought doesn't even enter their head!

So, when selling just ask. At least it will be a starting point!

Just FYI ... still have room for some speaking engagements in October and December.

P.S. - Xerox has a new program for free printers. I just got one that prints up to 11" x 17". Look in the column to the left ... it is really an unbelievable program!

Have you bought a copy of my sponsorship book yet and/or DVD? If not, click on the left ... Sylvia's books ... and order. I guarantee if you follow the rules you will increase your sponsorship sales by a minimum of 10% or your money back.

Want a preview? [Click here!](#)

<https://www.youtube.com/channel/UCyR6vOJzxm7UmueLOkN9bNQ>

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