

## Hometown News Online!



September 26, 2018



"Do what you want  
as long as you're  
not interfering  
with anyone else's  
right to do the  
same — this is the  
definition of  
*morality.*"

**Dr. Wayne Dyer**

### Quick Links

[Sylvia's books](#)

[Sylvia's Children](#)

Where In the World Is  
Sylvia?

### WHAT IS THE SECRET TO SELLING?

Just listen! Remember, in sales, the buyer should talk 80% of the time ... they will tell you what they want. You can also ask leading questions such as (let's say you are selling a car) ... what color is important to you? what was your favorite car? How do you use it (work or pleasure)? Are the amenities important (CD player, bucket seats, heated seats, etc.)?

Take your time, listen and then repeat what they just said to make sure you understood it properly. Maintain great eye contact ... find out where you have commonalities for conversation. I like going to Linked In to see what they are interested in and do we have mutual interests. Takes the call away from being a cold call into a warm one.

Outline some options before you leave to make sure you have planted some ideas about what they would want to buy. Remember



**October 1, 2018**

Homestead Main Street  
Sponsorship Training

**October 23-25, 2018**

Upper Mississippi Main  
Street Conference,  
Winona, MN

**November 9-21, 2018**

Uganda Christmas trip  
with Sylvia's Children

that price is never an issue if you really want something. If you get stuck on price you haven't created the desire for the product! And, speaking of price, you can always come down (ask for more even if you think they don't have it!). You can't go up! :)

Lastly, just make it easy for them! The easier it is the quicker they say "yes"!

**PS - notice new e-mail address**  
[sylvia.allen@allenconsulting.com](mailto:sylvia.allen@allenconsulting.com)



Lots of great stuff every two weeks!

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