

## Hometown News Online!

### Words of Wisdom...



"The value of life is not the length of it, but the use we make of it."

Michel de Montaigne  
1533-1592

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Where In The World Is  
Sylvia?



Now - October 29 ...  
Farmers' Market every



September 28, 2016

### **NO IS NOT ACCEPTABLE!**

In sales, the dreaded word is "NO". How do you handle it? Do you just get up and walk away or .. do you take time to find out what the customer really means?

Research indicates a prospect will say no on average five times before they actually buy. As a professional salesperson, it is important to remember that an objection is not a rejection of your personally but, rather, a desire for more information..

In fact, objections are a good sign and you should actually look forward to them Why? If the prospect wasn't interested they wouldn't be asking questions! Take that as a positive sign.

Typically, a prospect's objections will fall into four major categories: 1) no money; 2) no perceived need, 3)no hurry or 4) no trust.

When addressing an objection, don't dump everything at once. Salespeople have a tendency to overwhelm and bore their prospects by over-educating them. Less is oftentimes more.

Always keep a positive attitude, never be confrontational and believe in your ability to handle any situation. If you do this "no" will never mean "no".

Saturday, Aitkin, MN

September 10 ...  
Brewfest, Aitkin, MN

September 14... Main  
Street Ohio

October 5-8 ... NRPA,  
St. Louis, MO

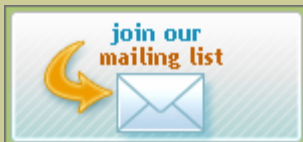
November 10-22 ...  
Christmas in Uganda

December 3 ...  
Historic House Tour,  
Holmdel

April 22-23, 2017 ...  
Waretown Wine  
Festival

June 10-11, 2017 ...  
Jersey Shore Wine  
Festival

October 2017 ...  
Lacey Day and Wine  
Festival



What do YOU want to know?

Give me a call 732 946 2711

or ... e-mail me ...

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