



"Democracy is based upon the conviction that there are extraordinary possibilities in everyday people."

Harry Emerson Fosdick

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Where is Sylvia now?.

Aitkin Farmers' Market

Now through Labor Day

August 15, 2019

PRIX FIXE OR ALA CARTE?

I have wrestled with the right way to describe my style of sponsorship selling and at last have come up with a definition ... my style is Ala Carte and those who design "packages" (gold, silver, bronze, etc.) are Prix Fixe. And, I don't say that is wrong; however, I do know when I am meeting with a potential sponsor the ala carte method gives them more opportunities to decide exactly what they want in their program.

If you have participated in any of my seminars, I hand out a sample of an asset inventory sheet (really just like an ala carte menu only there are no dollar signs) that you can use as an example and as a way to simplify your potential marketing partners' decisions on what they feel would best serve THEM in this relationship.

And, if you requested the pricing information last week and you couple that with the asset inventory sheet you can quickly (and easily) determine the value of all of your assets which allows you to determine what a sponsor should invest, based on their selection/s.

Please let me know if you would like a copy of the asset inventory sheet keeping in mind it is a SAMPLE ... you need to customize it for your own benefit. Of course, I can always help you figure out how to marry them! Just call me!

September 16, 2019

Sylvia's Children
presentation to
Applewood Community

October 20, 2019

Presentation to HCUCC
youth group on Sylvia's
Children

November 13-26

Sylvia's Children
Mbirizi, Uganda, Africa

**Hard to believe that summer is almost over ... it is
my hope that it has been a succeswsful one for
you.**

Just FYI ... we have launched two new sites ...

<https://nonprofitsalestraining.com/>

<https://trainingbysylvia.com/>

Let me know what you think!



Lots of great stuff every two weeks!

