

*September 25, 2019*

## WHAT OBSTACLES DO *YOU* ENCOUNTER WHEN SELLING?

Here are some of my favorites!

1. I don't have any money (I usually respond with "Neither do I so we are even!")
2. We already spent our budget (Of course, that really reflects on you .. you didn't get there in time ... remember 50% of sponsorship sales occur in the fourth quarter of the year preceding your event/s! Get out there NOW!)
3. Your audience isn't my audience, not my customer. (That is something you a.) should have determined before you called on the sponsor or b) this is an opportunity to demonstrate that this could provide the sponsor with a potential new audience and marketing database.)

How many have *you* heard? Here's an idea ... send me your toughest objection ... let me see if I can give you a good response that will overcome the objection and lead to the sale!

Looking forward to hearing from you!



"You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose. You're on your own. And you know what you know. And **YOU** are the one who'll decide where to go..."

*--Dr. Seuss, American children's author*

### **Quick Links**

[Sylvia's books](#)

[Sylvia's Children](#)



Where is Sylvia now?.

**October 15, 2019**  
Applewood Community  
craft sale

-

**October 18, 2019**  
Speech on ethics to  
high school students in  
Freehold Regional HS  
district

-

**October 20, 2019**  
Presentation to HCUCC  
youth group on Sylvia's  
Children

**November 13-26**  
Sylvia's Children  
Mbirizi, Uganda, Africa

