

Hometown News Online!

Words of Wisdom...



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Where In the World Is
Sylvia?



Memorial Day to Labor
Day
Farmers' Market -
Aitkin, MN

June 10-11, 2017 ...
7th Annual Jersey
Shore Wine Festival

June 15-28, 2017 ...
trip to Uganda, Africa



June 7, 2017

Love teaching professionals!

The last few weeks have been really hectic with teaching at the SE Tourism conference in Dahlonega, GA; then advanced sponsorship sales and marketing with the sales and marketing folks at the James Beard Foundation in NYC; opening my Farmers' market in Aitkin, Minnesota; and getting ready for the Jersey Shore Wine Festival this coming weekend. And, no time to breathe! Off to Uganda June 15!

Thanks to all of you who requested the pricing information. Let me know if you have difficulty doing it ... you could e-mail me your attempts (sylvia@allenconsulting.com) and let me see if you are "on track".

What is really obvious in today's world is that sales and customer service are inexplicably woven together. No longer can you make the sale and walk away ... in fact the sale is only 10% of the effort ... servicing and follow through and "customer care" are the other 90%. Just care about *their* objectives and yours will

July 15, 2017
Lakes Area Music
Festival, Aitkin, MN

August 18, 2017
National Assn. of
Home Builders,
Denver, CO

September 9, 2017
Harvest Moon
Brewfest, Aitkin, MN

easily be met!

You will not hear from me now until July
... off to Uganda! Have a great fourth of
July and celebrate our wonderful
country.



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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