

Hometown News Online!

Words of Wisdom...



"Silence is true
wisdom's best reply"
Euripides

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Where In The World Is
Sylvia?



Now-October 29 ...
Farmers' Market ever
Saturday, Aitkin, MN

July 13-14 ... NAHB,
San Antonio, TX

July 16 ... Lakes Area



July 6, 2016

HOW TO OUT NEGOTIATE ANYONE!

Tip #1

People are like radio stations. They can't handle ten seconds of dead air without broadcasting. Silence is a devastatingly effective negotiating tactic if you are dealing with someone who can't shut up. In fact, the best negotiators are those who only talk 20-40% of the time. They are not afraid to let the other side dominate the conversation. Not only do they tend to gather more information from the other side than they surrender, but they also avoid making unnecessary mistakes.

The best negotiations are those who regularly ask the other side questions, give them options to consider, and work to actively ferret out information from the other side.

If the other side wants to say something, ***don't interrupt***. Let them talk themselves dry. Whenever they take a position or make a demand, get in the habit of asking them what their justification or need is for such a concession. Follow up with as many questions as you can reasonably ask. Remember, in the negotiating game,

Music Festival, Aitkin,
MN

August 10 ... Florida
Festivals and Events
Assn ... Orlando, FL

August 17 ...
Sponsorship webinar
for Ohio Main Street

September 10 ...
Brewfest, Aitkin, MN

September 14... Main
Street Ohio

September 27-29 ...
IFEA, Tucson, AZ

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

November 10-22 ...
Christmas in Uganda



information equals power.

Hope you had a great 4th of July!

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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