

## Hometown News Online!

Words of  
Wisdom...



"You miss 100% of  
the shots you don't  
take"  
Wayne Gretzky

### Quick Links

[Sylvia's books](#)

[Sylvia's Children](#)

Where In The World Is  
Sylvia?



October 11 ... Lake Harriet  
Christian Church/Sylvia's  
Children

October 15 ... Rumson  
Business women's breakfast

October 28 ... Jewish  
Business Network Breakfast  
speaker, Marlboro

November 1-December 15 ...  
Sylvia's Children exhibit at



September 30, 2015

### Great Summer!!!!

Just for fun (and a GREAT laugh)  
just Google WCCO/Sylvia You Tube ... you  
will see the clip from WCCO TV that  
promoted Brewfest. Stick with it to the end ...  
it is really cute (and LOTS of people saw it ...  
thanks WCCO!)

Had some wonderful classes with the NPRA,  
IFEA and Wisconsin Main Street ... it is so  
wonderful to teach people who want to learn!

Thought I would just touch on some ideas for  
negotiating that makes the situation a  
win/win. When you go into a negotiating  
situation ...

1. Know what you want;
2. Ask for what you want;
3. Understand what the other side wants;
4. Don't concede unilaterally;
5. Don't rush;
6. Be ready to walk away.

What, walk away? If you can't achieve 1, 2  
and 3, "yes" walk away. It is mutually  
beneficial to both sides and, maybe later, the  
situation will change.

Monmouth University with  
reception November 5 @ 6  
pm

November 3-5 ... Oklahoma  
Main Street, Sponsorship

November 12 ... Sponsorship  
sales training at Zeo Brothers  
in Pennsylvania

2016

March 17-29 ... Medical Trip  
to Uganda

April 23-24 ... Waretown  
Wine Festival

June 10-11 ... Jersey Shore  
Wine Festival

September 10 ... Brewfest



**Starting to book 2016 speaking and  
training ... want to know and understand  
sponsorship? Give me a call 732 946 2711  
or e-mail me [sylvia@allenconsulting.com](mailto:sylvia@allenconsulting.com).**

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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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