

Hometown News Online!

September 17, 2014

Words of Wisdom...



"Successful collaborative negotiation lies in finding out what the other side really wants and showing them a way to get it, while you get what you want."

Herb Cohen

Quick Links

[Sylvia's books](#)

[Sylvia's Children](#)

[Xerox Free Color Printers](#)

Want A New Color Printer?

Xerox will give growing organizations a professional quality color printer for free - with no capital expense and no lease payments. In return, recipients purchase their supplies through Xerox's online store at competitive prices for a 3 year period. For more information, click on the link above.

Those that sign up through this link will be helping Sylvia's Children! Sylvia has a printer through this program for Sylvia's Children, and Xerox provides a discount to Sylvia's Children for each referral.

Please enter one of these referral

Influence, Don't Just Inform

One of the biggest hindrances to selling success is being informative rather than persuasive. Information overwhelms us. Your role as a salesperson is to make the available information actionable for your buyers. To do that, you'll need to use all "Five Prongs of Persuasion":

1. **Word choice:** Positive, specific, precise words;
2. **Rhetoric:** Powerful phrasing and graceful grammar that packs a powerful punch on a buyer's memory;
3. **Emotion:** Feelings of pressure, fear, safety, discomfort, pride, acceptance, rejection or prestige;
4. **Logic:** Reasoning and conclusions drawn from facts, information, opinions or ideas;
5. **Trustworthiness:** Trust in the principles, values and integrity of an individual or organization.

To persuade, you need to know and use the best words, to establish your own and your organization's credibility, and to identify the best strategies with each buyer -- whether

codes in the space provided on
the application: 854401 or 795550



Where In The World Is Sylvia?



May 24-October 1 ... Farmers' Market, Butler
Building, Aitkin, MN

September 18-20 ... APTA Forum,
Chicago, IL

September 21-27 ... Ireland, AOIFE

September 29-30, October 1 ... IFEA,
Kansas City, MO

October 14-16 ... NRPA, Charleston, SC

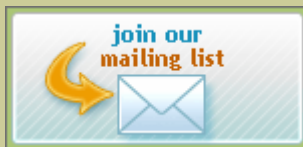
October 19-20 ... Stafford Township Wine
Festival

October 23-30 ... APTA Fam tour to
Uganda

November 13-21 ... Uganda for Sylvia's
Children

November 24-30 ... Fishhouse Parade,
Aitkin, MN

December 5, 6, 7 ... 120th birthday,
Warren Williams, Aitkin, MN



that be primarily an appeal to emotion
or an appeal to logic or a combination
of both.

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/UCyR6vOJxm7UmuelOKN9bNQ>

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