

September 28, 2022

## Hometown News Online!



### *Your GPS to Sales Success #2*

Once I pick a theme then I always have to ask myself, “how am I going to carry this theme out even though it's a great idea!” My first GPS Issue dealt with the straight line... getting from where you are presently to where you're going by the shortest route. This time I'm going to talk about the most expensive route. How, you may ask, does that tie into sales? Let me show you!

There are times, when we identify a prospect, and then we run into roadblocks. The gatekeeper, voicemail, multiple layers to go through, etc., and we wonder how we can get past these roadblocks. One of the more common options is to invite your prospect to lunch and take him/her to a very fancy, expensive place. Another option is to bring an expensive "thank you for your time" gift. This not only does not impress your buyer but could possibly create a difficult position since the company may have a no-gifts policy. All the while making you look like you are trying to bribe the buyer to work with you.

The reality? If you are comfortable with what you have to offer and you know your buyer needs this you don't need to bribe with gifts, expensive meals, etc. Rely on the quality of your offering to ensure that you make the sale. There is nothing wrong with treating your buyer to lunch as a thank you for the business after the sale is completed. (My specialty? I make homemade jams and bring them a jar! Of course, I can't help saying “this won a blue ribbon at the XXX Harvest Festival.” I'm competitive all the way!)

Next Issue #3 ... no tolls!

With gratitude,

A handwritten signature in dark ink that reads 'Sylvia'.

*By the way, if you do need sales help, just give me a call.*

# Allen Consulting, Inc.



Sylvia Allen

For over four decades **Sylvia Allen** has been the powerhouse driving force and unrivaled visionary behind Allen Consulting, one of the country's top integrated marketing agencies. Her boundless ingenuity and creative adaptability, as well as her tenacity on behalf of her many clients have been the foundation for the company's decades-long success. This extends to her ability to seek out and assemble a world-class team of individuals who own and share in her vision while bringing their own unique talents, resources, and energies to her firm's clients.

**Email:** [sylvia.allen@allenconsulting.com](mailto:sylvia.allen@allenconsulting.com)

Allen has an uncanny knack for astutely and almost intuitively "reading" and being responsive to her clients' professional needs, and then developing programs that meet those needs through robust media relations, digital advertising, and marketing campaigns that weave together social media, website design, and more. She does this by leveraging her years of expertise having worked in radio and television, as well as in print media. Building out comprehensive programs that integrate all of these elements and specific vertical applications have contributed to her firm's and her clients' successes, making Allen Consulting an award-winning one-stop shop for one's marketing, media, and PR needs. Over the years, Allen has taken home dozens of awards on behalf of her agency, most recently including the Global 100 award for 2022's "Best Media Relations & Sales Consultancy" in the U.S.

*Sylvia Allen*  
*Event Producer*  
*Allen Consulting, Inc.*

*732.241.1144 or [Sylvia.Allen@allenconsulting.com](mailto:Sylvia.Allen@allenconsulting.com)*



Share



Tweet



Share