

October 26, 2022

Hometown News Online!



Your GPS to Sales Success #3

Here comes my favorite set of directions...No tolls! And, if you live in New York, New Jersey or Illinois (and some parts of California) you know what I mean. Of course, in order to avoid the tolls you can choose a circuitous route. It's little back roads, passing a golf course, over the river and through the woods and you finally get there. So, you say, how does this apply to sales.

Not all sales are a Direct Line...you already know that. We all wish it was so easy as going on a sales call and having the customers say YES, and their check clears. What happens more often is you come in with a proposal, the customer asks you to change it, then they ask you to modify the proposal a second time, then they tell you they have no money, then they tell you to come back in six months, then they tell you they've only got \$500, and the list can go on and on and on. This particular client has just taken you on the same circuitous route that your GPS did!

Your GPS didn't give up, you finally got where you were going, and I'm sure you should follow that same pattern for your sales calls.

In sales you must be ready for obstacles which sometimes are objections and other times complaints. You have to learn to deal with them in a positive vein keeping in mind your goal in getting to your destination (just like your GPS).

Hope you are enjoying the sales advice: GPS #4 will deal with construction and detours.

With gratitude,

A handwritten signature in dark ink that reads 'Sylvia' in a cursive script.

By the way, if you need any specific 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.

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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.

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