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Hometown News Online!



Your GPS to Sales Success #4

This time we're going to deal with your GPS and his/her instructions regarding construction and detours. And, I don't know about yours, but mine never says how much time is needed to get through the construction delay or the detour.

If you are in sales you always want be sure to plan your day so you arrive at your sales call at least 5 minutes ahead of your scheduled appointment. There is nothing worse than arriving late, which honestly is an insult to the person you're calling on. It says, "I don't really care if I show up because I don't think enough about you." Also, never use the construction or a detour as an excuse for being late--being late is your problem. Show up on time.

Sales is like that. The customer may want to build or create something (that's what they told you), but when you get back to them, they've changed their plans. Or, they give you a totally different approach that makes you detour off in another direction from what you had originally worked on and developed for them. You always want to come back around to what they think they want to do so that they are a happy customer and that you are meeting their wants and needs. Never say to a customer, "Wait a minute you just changed direction," or "You just made me go the wrong way," or "You _____" ... fill in the blanks.

This is where flexibility, patience, persistence, and tenacity all come into play. Keep in mind that they need you. You just have to wait it out!

Next issue will be on the good old-fashioned four-color road map.

With gratitude,

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

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.

Email: 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
Sales, Media and Event Training
Allen Consulting, Inc.

732.241.1144 or Sylvia.Allen@allenconsulting.com



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