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Hometown News Online!



Your GPS to Sales Success #5

“Obstacles are what you see when you take your eyes off the goal”

This is an anonymous quote: I have no idea who said it but I adopted it as my mantra in 1979 when I started Allen Consulting. I put this on the back of my business card. I had a business card that was vertical rather than the average horizontally shaped one because, in those days, we had a rolodex. By making a vertical card it stood out from all the others as well as being in the A section for "Allen" and so it was easy for people to see me and reach out.

How does this apply to you? Quite often we can't see the forest for the trees, and as a result miss an opportunity. Always look beyond where you are, beyond where you want to be and, really reach for the stars. My dad said if you only reach for the moon that's the only place you'll reach but if you reach for the universe, even if you fall short, you've gone a lot farther than you expected."

Never lose sight of the universe! (Being from Minnesota I am familiar with signs that read "Thin Ice .. do not go any further." Just remember, once you see that sign, drop down flat and you can go even further because you're spreading your weight across a broader distance. Never let "thin ice" stop you.

With gratitude,

A handwritten signature in dark 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.

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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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