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Overcoming Your Husband's Objections To Telecommuting

By Nell Taliercio

If you are an aspiring work from home mom, you may have already heard these common objections from your husband (and perhaps that nagging mother in law):

We shouldn't have to pay for an extra phone line. We can't afford to upgrade the computer. The company should pay for the transcription equipment. You will be wasting your time and not making a "real" income. Why can't you keep your "real job" / get a "real job"? So how can you overcome these objections? It's simple.

The secret is in numbers. Men understand figures and costs.

If you are presently working outside of the home, what kind of expenses do you have?

You may have car insurance on a second car you wouldn't need. Add in the cost of routine maintenance, gas, repairs, eating out at lunch time, that coffee you grab on the way to work, professional clothing, dry cleaning, a second cell phone, and if you have children, DAYCARE! Note that these expenses are ongoing.

Now compare that to getting started with a telecommuting company as an independent contractor.

Once you have your home office set up, your only monthly expenses will be the added telephone line (if required), high speed internet (most people like to have that anyway), and the electricity you are using (which is a very minimal amount).

Not everyone has these figures readily available, so I thought I would ask my good friend to share her monthly expenses from when she worked outside of the home as compared to what her current expenses are.

Working Outside of the Home

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Gas – \$78 (drives an average of 30 miles a day, or 650 miles a month) Insurance on second vehicle – \$107 Car payment on second vehicle – \$289 Maintenance allowance \$7.00 (towards the cost of routine oil changes) Daycare (1 kid) – \$540 Clothing – \$60 (towards a yearly budget) Cell Phone – \$80 Lunches – \$130 (She ate out roughly three times a week) Coffee - \$76 (She stopped every day at Starbucks for a __mocha)

TOTAL MONTHLY EXPENSES – \$1367

INCOME – \$2080 at 40 hours per week and \$12/hour

PROFIT - only \$713 for an entire month!

Working from Home

The car was sold, so she eliminated the costs of gas, insurance, repairs, and the hefty car payments.

Her son no longer went to daycare. She could go to work in her sweats, eliminating the need for work wear. She discontinued her cell phone service as soon as the contract was up and she eats lunch at home and makes her own coffee. She is saving a bunch of money!

However, there are a few expenses she now has to include:

High-speed internet – \$39 Second phone line – \$25 Coffee from home – \$20 Lunches at home – \$60

Now we will calculate her income at a slightly lower hourly rate, as telecommute jobs typically pay around \$9/hour. To be realistic, we will also reduce the working hours to 30, as that is more typical of working from home.

TOTAL MONTHLY EXPENSES – \$144

INCOME – \$1170 at 30 hours per week

PROFIT - \$1026 for an entire month!

What? More profit? Working less hours? What does that ultimately equate to?

A happier mom, which means a happier house because anyone who can work less and keep more of their paycheck will want to jump for joy!

Nell Taliercio is the owner and founder of

<http://www.telecommutingmoms.com>

- which is a leading

resource website with work at home jobs and everything a telecommuting mom would need. Come visit us today

Faulty Sales Technique

By Phillip A. Ross

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Faulty Sales Technique

Salespeople are both a blessing and a bane to every industry. You can't live with them, and you can't live without them.

"How are you tonight, Mr. Smith?"

"Fine."

"Glad to hear it! Mr. Smith, my name is Phil, and I'm calling..." Click.

Salespeople are always people people. People have to love people to do sales because the life of a sales person is filled with people. Most sales people are natural people people before they enter the sales market. That's why they go into sales!

Then comes sales training, and the natural people person gets canned. No, she don't lose her job. Rather, he is forced to learn and use a canned sales spiel and proven sales techniques. Much has been written about sales. And a lot of it is great, but a different lot of it isn't.

Sales Training Contradiction

The other night I stumbled across a blaring contradiction in the literature that puts sales people in an impossible bind. Every sales person is taught two fundamental sales techniques that are in stark opposition to each other, and few people seem to be aware of it— not even the sales people who use them. Perhaps this contradiction contributes to the fact that sales people generally have a poor reputation. This contradiction may help explain why identifying one's self as a sales person so often engenders a smirk.

The Art of Listening

The first of these contradictory techniques involves the art of listening. Sales people must listen to customers in order to understand their needs, so that they can shape their sales approach to fit the needs of the customer. The sale must be tailored to the needs of the customer.

The customer is supposed to be king. Customer service is all the rage. The customer is the boss. Thus, listening to customers is good. Everyone could benefit from listening more— and from listening better. People often talk past one another, each person fully committed to the sound of his or her own voice. Things gets said, but not much is heard.

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The Problem of Hearing

Listening is essential. A sales person who doesn't listen is a pain below the belt. But so is hearing. The difference between listening and hearing is crucial. Listening to someone means that you understand what he has said. But hearing someone means that what she has said has caused a change or

adjustment in your thought process, or even your life. To hear something is allow what you hear to change you.

"Billy, please clean your room! Are you listening to me, Billy?"

"Yes, mom I'm listening."

But the next morning reveals that Billy did not clean his room. He was listening, but he didn't hear the message. It didn't register in a significant enough way for him to remember it, and take action upon it. Mom expressed herself and Billy listened, but he didn't hear her.

Overcoming Objections

Sales training literature often speaks of overcoming objections. Sales people are taught various techniques for overcoming the customer's resistance to buying the product or service now. And herein lies the rub. The sales person is taught to listen to the customer, except when he says that he doesn't want to buy the product or service now.

Too often, sales people take a short-sighted view of the sales process and press to overcome the customer's objections by pestering the customer to change his mind. He wants the sale today. But pressing to overcome objections requires the abandonment of the listening process at the point that listening is most critical.

While it is true that overcoming objections requires careful listening, it is also true that such the effort to overcome objections refuses to hear the essential fact that the customer doesn't want to buy now. To press to overcome objections requires not listening, but manipulation—and people don't like to be manipulated.

Back off, Dude!

So, what is the sales person to do when confronted with objections? He should back off the sale and work to develop a genuine personal relationship or friendship with the customer. And short of that, he should find someone who doesn't object to buying his product or service, and not waste any more of his time—or theirs!

There will be another day. If there isn't, he has not only lost the sale, he has lost the customer.

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Phillip A. Ross, entrepreneur, freelance writer and owner of Business Specialties (www.business-specialties.com), lives in Marietta, Ohio, and provides identity products and promotional services to position companies and organization for substantial success.



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