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**Saying "No" Effectively**

**By Kirstin Carey**

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I chair a committee for a local charity that was in financial dire straits due to the reallocation of funds as a result of 9-11 relief efforts. Our organization lost \$85,000 in funding for the year and was barely able to pay the rent. My committee was in charge of getting this message out to past donors quickly in hopes of sustaining the organization.

Two weeks after the donor contact information was given to the committee members, I e-mailed the committee to see how they were doing with their calls. Below is one of the responses.

"Things have been crazy busy at work and I have not been able to make the calls yet and I'm leaving on vacation after tomorrow until Monday which means I will have a lot to catch up on when I get back. I will try to make the calls as soon as humanly possible."

What did this woman really want to say? She wanted to say she was sorry, but had over committed her time and would not be able to make the calls. Instead, she made herself sound like a frazzled mess who placed the calls at the bottom of her To Do list.

It would have been so much more powerful if she had just admitted that she had over committed and simply couldn't make the calls. Listing all the things that made her day busy and more important than the calls, also made her appear unprofessional.

A more effective way to handle the situation would have been to say, "I apologize for not finishing the calls as promised, unfortunately, I have over-committed my time. These are important and shouldn't be put off any longer. Is there someone else on the committee who has some additional time to make them?"

This approach would have shown that she recognized she would not be able to fulfill her promise, but is adult enough to admit it and let someone else make the calls in an effort not to make matters worse. When I asked the woman if she would like someone else to make the calls for her, she jumped at the opportunity.

## Saying "No" Effectively

If someone asks you to do something that you are unable to do or don't want to do—simply say, "no".

Some examples:

You are asked to a party you are unable to attend:

You say: "Thank you for the invitation, though I already have other commitments for that time."

You say: "My schedule is packed that day and I won't be able to make it."

You say: "It's been a rough week and I planned to stay home that night and take time for myself.

Thanks for the invitation."

Your boss asks you to handle a new project that you couldn't possibly finish on time.

You say: "Our department is currently involved with three other projects. In order to finish this project on time, one of those projects will need a time extension or to be delegated to another department. Is there someone else who can handle this project or can one of our other projects be delegated to another team?"

You say: "Can the deadline for this project be extended to the end of the month?" If `no', then use the answer above.

You say: "That project will require my undivided attention. Which of the other items we are working on can I delegate to Mike?"

Sitting in the food court in the mall one Saturday afternoon, I overheard a woman telling her husband about a ridiculous request made to her by her boss. The husband asked her how she responded to the request and his exasperated wife exclaimed, "It's my boss! What was I going to say...no?"

Saying "no" effectively is a powerful tool. Those who say no successfully have more control over their schedules and feel more in control of their lives, especially when it comes to saying no to authority figures. It's a tiny word, but is jam packed with power. Learn how to use it effectively and you will increase your power exponentially.

Kirstin Carey is an award-winning speaker and consultant and Principal of Orange Tree Training & Speaking Group. She works with organizations on effective and persuasive communications. Her company also has a special division which focuses on helping women advance and succeed through more effective communication skills without having to communicate like a man. To find out how Kirstin can help you, call (800) 380-6520 or go to [www.powHERful.com](http://www.powHERful.com)

### **Online Sales and The Auto Dealer**

**By Cherie Szilvagy**

Auto Dealers are finding selling their vehicles online hit or miss at best. Auto Trader and Ebay along with Smart Auction from General Motors are offering some of the best options to an Auto Dealer. Why is it that less than 10% of the vehicles listed online are actually selling? There are plenty of companies offering solutions but none seem to be working on a consistent basis. What about the dealer with an internet department? Is he any more successful?

Internet selling has gotten to be big business for the local Auto Dealer. Large or small dealers have different needs but the same outcome. Selling successfully online is a necessary addition to their bottom line and overall sales numbers. Each and every dealer, no matter the size, needs to be able to sell effectively online.

The time and money that selling online costs the Auto Dealer can be a lot less than classic print, radio and television advertising. So why has the local dealer stayed away from selling online? Most are intimidated by a market that is selling less than 10% of the vehicles that are listed in a medium they do not understand.

Selling online needs an expertise that most dealers lack. Some dealers lack the size to handle supporting an internet department. There are companies out there that are offering a total solution to online sales. These companies can handle an effective, profitable internet department for each and every dealer, no matter the size.

A comprehensive internet strategy is needed to sell effectively online. A good consulting firm that brings expertise in auto sales, internet sales and technical computer skills. All of these skills are needed by the dealership to handle selling online effectively. When a dealer sells online effectively, profits and sales soar.

Accomplishing a comprehensive plan to sell online is being offered by very few companies in today's market. What a dealer needs to look for is a consulting firm that is grounded in all three areas of online sales. Consulting firms that have Auto dealer experience, online sales experience and technical experience with building the software to accomplish an ease to selling online are necessary to meet the goal for the average dealer. These areas all need to be addressed to make a dealer self sufficient in online sales.

Dealers have found that keeping inventory fresh and up to date on their websites can be time consuming and not a profitable endeavor. Profitability in today's market is essential to a dealer whether small or large. Online solutions are costly and hard to come by, but essential to a dealership.

Is there a solution? Hiring a company with auto experience, internet experience and technical experience is what the smart dealers are doing. Sell through ratios of these companies need to be checked and a company chosen that will effectively sell vehicles time and time again. There is a secret to selling online that major dealers and small dealers alike have found. To sell effectively online

you need the right consulting firm to handle the details, leaving dealership personnel free to handle the

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sales. Sales are a given when the right online sales consulting firm is left to handle the management of online sales strategies. Hiring the right consulting firm for your online sales is essential to successfully selling online. These companies can accomplish positive online sales results more cost effectively than the local Auto Dealer.

Cherie Szilvagy

Cherie Szilvagy

17 years Auto Dealer experience, 3 years effective online sales experience, software programmer and CEO of

.

Online Sales and The Auto Dealer

Ask Mr. D – Advertising

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3 Fundamental Skills Essential To Master Your Business

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