



Hey, everyone.

This fall is shaping up to be quite amazing. Lots on the horizon. Hope you can join me!

Carolyn

PS. If you happen to be at the Oregon Civic Engagement Conference this weekend, I'll be speaking on Creating Powerful Stories ... AND ... Presenting With Impact.

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### **UPCOMING**

*see below for details*

### **GROW YOUR BUSINESS, THE RELATIONSHIP WAY! WEEKEND RETREAT**

For business owners, social entrepreneurs and nonprofits

November 6th–8th (Begins Friday at 9 am and ends Sunday at 2 pm). [To read details, click here.](#)

### **FERTILE GROUND: A Visual, Visceral Approach to Working with Clients**

Tuesday, October 13th (6:30–8:30 pm) [To find out more, click here:](#)

### **A REFERRAL-BASED BUSINESS**

#### **TWO DATES**

**October 7th** (6:30–9:30 pm) Call Elizabeth at OSM to register 503-244-3420

**October 22nd** (8:30–11:30 am) Contact Jeanne Kojis [jeanne@nonprofitnetworkwa.org]

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### **ARTICLE**

#### **How Less Selling Can Turn into More Business**

I have noticed an increase in what I call ‘pushy’ selling over the last year. Perhaps it’s a panic reaction to down economy. Maybe it’s due to the fact that when faced with uncertainty we resort to just what we know and what we know is the caricature of the car salesman. Whatever the cause, it distresses me to see how many small business owners struggle to build their businesses because they get stuck in the ‘selling’ spiral.

The truth is that the most successful salespeople would NEVER in a million years use the tactics that many small business owners are using. Their approach is far subtler. And, most importantly, they know the golden rule. Business is about relationship. The more you focus on building strong, intentional relationships of connection and connection—coupled with your clients’ need for what you offer—the greater your success will be.

I learned this lesson as a telemarketer for the San Francisco Opera in 1989 (when we suffered the last huge economic crash) while in graduate school. The supervisor would gather all the telemarketers at the beginning of the evening to give us our nightly pep talk. Then he'd hand us a heavy computer printout of the 'leads'

To motivate the weary, and entice the greedy, they had a bonus system. A challenge would be set for the much like public radio fund drives. When the first telemarketer met that challenge, they'd ring a bell and you \$20. Yes indeed, it was very Pavlovian.

Under the florescent lights, into the night, I would hear the continuous rhythm of dials, rings, murmurs and clicks. On call after call, people would say, "I'm broke" or "I don't have any money this year". One even after a long string of rejections, I decided that I had to figure it out or quit.

At the end of the night, I collected a representative sampling of addresses. The next day, I rode (by bike) throughout the city to get a sense of their lifestyle and what I needed to know to connect with them more effectively.

Looking at their houses on the top of Nob Hill, or condos overlooking the marina, it became clear: I had been connecting with them in respect to their life. Instead, I had been pushing...and sometimes begging.. trying to "sell" them on the opera. That day I learned the value they placed on beauty. They had a fervent of life and the drama that only San Francisco can offer.

On Monday, my life as a telemarketer changed. Instead of trying to sell them a subscription, I talked with about opera. They loved sharing their passion and I learned so much about this incredible art form. If I heard opera music playing in the background, I could imagine them in their kitchen, busily creating a culinary delight. I would ask if I was calling at a good time, since I wouldn't want to interfere with their dinner.

It was always clear that I was working with the Opera. We needed their support. The difference was that I respected their time and their life. They appreciated my consideration, they loved my fascination. And I think what they appreciated most of all was my directness coupled with interest.

I stayed that season and the next with the Opera. And the learning stays with me today.

#### **What I always try to remember:**

- 1) Be clear about what you offer.**
- 2) Take time to understand your clients' world (their challenges and passions).**
- 3) Be respectfully curious about them and their life.**
- 4) Connect with a purpose.**
- 5) Stay open to the outcome.**
- 6) Think long term.**
- 7) Look at life through their lens.**
- 8) Offer your product or service for their need rather than your gain.**

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**UPCOMING**

#### **FERTILE GROUND: A Visual, Visceral Approach to Working with Clients**

October 13th (6:30–8:30 pm).

If you are a coach, therapist or healing professional, don't miss this interactive evening. to explore the powerful 'tool' of visual imagery to spark insight in others.

As one participant so aptly commented, “These cards are like the Batphone; a direct dial to your inner knowing.”

Cost: \$55–65 (self-selected fee) – Includes card deck, guidebook & workshop

[Click here for more info:](#)

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### **SECRETS OF BUILDING A REFERRAL-BASED BUSINESS TWO DATES:**

**October 7th** (6:30–9:30 pm) Sponsored by: Oregon School of Massage

Cost: \$65 – Includes workbook, follow-up online & CEs RSVP: 503-244-3420

**October 22nd** (8:30–11:30 am) Sponsored by: Nonprofit Network Members & Greater Vancouver Chamber Commerce

Cost: \$52/\$44 for Nonprofit Network & Greater Vancouver Chamber Members

RSVP: Jeanne Kojis [jeanne@nonprofitnetworkwa.org]

Imagine having new clients come to you without spending tons of time drumming up business. With powerful referral & community partnerships, you can leave behind hours and hours of marketing and networking. If you dislike ‘marketing’, this seminar will offer insights and tools to go beyond selling and build a vibrant community that expands your connections and grows your business.

**During this interactive seminar, you will learn:**

**o How to identify strong referral partnerships.**

**o How to build supportive and productive relationships.**

**o Ways to reduce your fear of asking.**

**o Simple tools to get more business, by asking for the business you really want.**

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### **GROW YOUR BUSINESS, THE RELATIONSHIP WAY! WEEKEND RETREAT**

For business owners, social entrepreneurs and nonprofits

November 6th–8th (Begins Friday at 9 am and ends Sunday at 2 pm)

Facilitated by: Carolyn Campbell, MA, CPPC Location: Portland

Cost: \$300–425 (includes workbook, catered lunch, urban oasis & 2 weeks of follow-up coaching)

**Do you want more clients?**

**Do you want more clients that ignite your ‘spark’? Are you ready to grow your business WITHOUT the dread of selling?**

By the end of the weekend, you will feel utterly renewed—with a plan for your business, relationships with other creative business owners and a soul-full approach to building your business...that works! Get more work you love. Your style. Your way.

Unique in format, it is purposely designed to give you the attention you need while providing relaxed, quiet time to reflect, write, plan or create.

“This morning I had two successful phone conversations that resulted in two new clients...no fumbling, stumbling or selling. I listened, asked questions, made it about them, offered my fee & rocked the calls!!

really that easy???? After one weekend with Carolyn and her anti-selling approach to business, the answer is 'yes'." - JY, Color Consultant & Re-Designer

**For complete details**

For more information call 503-493-9497 - or - email me at [carolyn@coresourcecoaching.com](mailto:carolyn@coresourcecoaching.com)

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**CORE SOURCE COACHING SERVICES**

All programs can be customized to meet the specific needs of your business or organization.

- \*\*\* GROW YOUR BUSINESS, your way!
- \*\*\* CAREER TRANSITION
- \*\*\* COMMUNITY ENGAGEMENT, BEYOND MARKETING

Ah, to succeed at doing what you love—I can't imagine anything better than that! The key: stop trying to advance your mission, and build a powerful community of support.

With more than ten years of experience helping leaders, businesses and nonprofits grow successful ventures, I've had the immense privilege of working with some of the most progressive and cutting edge organizations.

To find out how I can help you build your business, check out my articles at [www.CoreSourceCoaching.com](http://www.CoreSourceCoaching.com). Or give me a call at 503-493-9497.



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