



SPROUTS

Watering the Seeds of
Business Development



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The
S.E.E.D.S.
Center of
South Georgia
Growing Business Opportunities
For South Georgia



Professional Consultants Corner

From the Desk of Michael Jetter
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actionCOACH
business coaching

Script Ideas for Stronger Sales

Is your first reaction like that of many clients - scripting doesn't work, scripting is too artificial, scripting doesn't take into account different personalities? I've heard just about every excuse as to why scripts won't work; but, as I wean my clients onto the idea and they see their bottom line increasing, converts are made. Here's how to get started.

The four main areas to consider when writing a script are:

1. **Target Market** – be very clear who you're trying to reach.
2. **Process** – more expensive products and services may require several steps before a sale is made.
3. **Urgency** – give people a reason to act now.
4. **'You' Focus** – your script needs to be focused towards the customer.

You will end up with a script that is really effective as a sales tool. More importantly, your entire team must have a framework to follow, which means your customers will be treated in a like-minded fashion regardless of who speaks to them. This, in turn, enhances the perception of excellent customer service. An added bonus, if you needed another one, is that any new team member will be productive much more quickly.

Go make it happen or email me at
michaeljetter@actioncoach.com.

S.E.E.D.S. Web site undergoing renovations!!

Stay tuned-in as new tools are being added that will assist any entrepreneur in:

- * **Market research**
- * **Financial planning**
- * **Finding valuable local information**
- * **Building a Business Plan**

View our current Web site and monitor updates at:

www.seedscenterofsga.com

Mark Your Calendar!

What's happening this month for entrepreneurs:



- Feb 18 **Small Business Owners Network**
8:00– 9:00a.m. @ the Chamber of Commerce
- Feb 20 **Webinar—"Web Analytics Demystified"**
2:00p.m.—3:00p.m. @ Chamber of Commerce
- Feb 26 **Business After Hours**
5:00p.m.—7:00p.m. @ Hawthorne Suites

To RSVP for any of these, call 229-247-8100 and ask for Hunter! Or just email hharper@valdostachamber.com!

Did you Know?!!

The Best Business Opportunities of 2009

1. Fast Food Franchises
2. Repair Businesses
3. Collection Agencies
4. Medical Supplies
5. Motivational Speakers
6. Cleaning Businesses
7. Discount/Surplus Stores
8. Sports Equipment
9. Senior Care
10. Chocolate

Want to know why? Check out this article at:

About.com

Entrepreneur's Quote of the Month

**"The most valuable thing you can make is a mistake—
you can't learn anything from being perfect."**

- Adam Osbourne

Come in today and challenge the S.E.E.D.S. Center to grow your business!!!

- Confidential Consultations
- Custom Demographics
- Targeted Sales Leads
- Professional Consultants Program
- Market Research Tools

S.E.E.D.S. Center of South Georgia

A Regional Partnership among Berrien, Brooks, Cook, Lanier, Lowndes and Turner Counties
Powered by a grant from Georgia Power Contact your local Chamber of Commerce for more information