

## KEYS TO SUCCESS

We are all in sales, either directly or indirectly. We are all promoting ourselves and our business to others, and that's sales. So what explains the difference between the highest paid sales professionals and those who are just getting by, eking out a living and worrying all the time about money? The answer is KNOWLEDGE and SKILL. Many companies do not provide sales training and many of us are working for ourselves where there are no official guidelines and training. We have to train ourselves and experience our own personal growth so our professional life will flourish. An easy way to begin that process is by reading; read sales books, listen to audio programs as you drive around, attend classes and seminars when they are offered and associate with those successful people so that their knowledge and skill will rub off on you! Remember, if someone is making more money than you are, it's not because they are smarter or better than you - no one is - it is only because they have acquired knowledge and skill that you don't yet have. This may sound a bit like a lead-in to the NJAWBO book club; it isn't intended to be, although that is a very palatable way to learn without having to read the book; allowing another person to read and report on the contents. Whatever, remember that we each hold our own keys to our success.

## A CELEBRITY IN OUR MIDST!

We have a real TV celebrity amongst us! Our own Sandra Cook in conjunction with her business, "**Home Stylist**" was contacted by the ABC channel 6 after the associate producer read an article in **Suburban Home & Garden** on her unusual decorating services. Sandra did a one-day make-over for a newly re-located New York couple and the TV crew filmed the before and after of her efforts. Because it ran sometime before 6 am, unfortunately, most of us missed it. Congratulations to Sandra and Home Stylist for becoming a TV standout!

## Many thanks to our Promotional Partnership Sponsors!

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## Happenings

Fall was celebrated heartily by the South Jersey chapter of NJAWBO by a big October Fest. This event was put together by our own Gwen Faulkner who is now president of that chapter as well as an active member of our group. The dinner brought together women from the tri-county area as well as the shore areas to get to know each other and to share not only business ideas but lots of laughs and good time. Well done, Gwen. Everyone present had a great time!

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## October Awards Dinner - October 23rd at the Wyndham

October is awards month in the Tri-County Chapter. In our next newsletter, we will congratulate our winners, all of whom are most deserving and serve our chapter tirelessly.

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**Coming November 27th the Fourth Annual Holiday Dinner and Chinese Auction**

It will benefit "Image and Attitude" in Pennsauken and microloans for business women around the world.

Contributions wanted for the Auction by November 19th!  
Call now!

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