



October is National Kitchen & Bath Month

The Susquehanna Chapter is excited to present a special meeting for all of its members. The Sept. /Oct. issue of Susquehanna Style magazine features a full page ad from the chapter inviting the public to the Art Institute of York during the month of October to view its members design boards. We are also featured in the "What to do" section. We hope you all have helped us make this gallery show the best ever. Every designer who submits boards for this event will be entered into a drawing to be held at the meeting for a cash prize. On October 13, 2009 our monthly chapter meeting will start with a **wine & cheese reception at the Art Institute in York at 5:00 pm** to view the gallery and meet with Ai staff and design students, we will then move to the **Heritage Hills Gold Resort** and Conference Center in York for the evening meeting and hot Hors d'oeuvres and desert. Help us to make October's National Kitchen & Bath month a huge success!!!

Take me out to the Ball Game!

Our summer outing was to the Lancaster Barnstormers baseball field. They were playing the York Revolution. Many went and had a great time. Here is a letter from one member.

"Al, thanks for putting together the barnstormers game. My family had a great time and no rain, a home run and a win for Lancaster topped it off. Thanks again. Mike Wenger"

I hope you all had a great time. If you were not able to make it, hopefully you will be able to next summer! Thank you to all who helped put the event together!

October 2009



Everyone had fun at the golf outing held at The Royal Oaks Golf Club in Lebanon on the ninth of June.

NAHB pushes to extend federal tax incentives for housing

NAHB is continuing its efforts to advocate for tax incentives that will revive housing as it has launched a nationwide campaign to encourage Congress to extend the federal homebuyer tax credit for one year. NAHB leaders said Congress should extend the \$8,000 first-time homebuyer tax credit for one year and open it to all homebuyers. NAHB projects the incentive will generate 383,000 additional home sales including 80,000 new housing starts. Hopefully this will lead to increased business for all.

PENNSYLVANIA - PROTECT YOUR RIGHT TO PRACTICE

DID YOU KNOW?

The [Green Thinking](#) website reports that the volume of glass bottles and jars that were recycled in 1994, if laid end to end, would stretch to the moon and half way back to earth.

The [Lincoln.ne.gov](#) website estimates that over 18 million tons of aluminum have been recycled since 1972. This equates to 1,099 billion aluminum cans. If these cans were placed end-to-end, they could stretch to the [moon](#) and back 174 times.

On October 5th, the interior design lobby planned a lobby day in yet another attempt to convince the Pennsylvania legislature that licensing of the design community is necessary to protect the public from all of the "unqualified" designers in the State...including kitchen and bath designers, lighting designers, remodelers, cabinet shops and others.

The NKBA, along with the Interior Design Protection Council and Liberty for PA Designers, planned a counter-rally to let the legislators know the true facts behind the lobby's efforts, and how licensing will negatively effect the public's ability to retain the designer of their choosing, limit the marketplace to only a handful of self-selected designers, and place in jeopardy the many thousands of members of the design community in Pennsylvania who are struggling to survive in this extremely difficult economic climate. Surely, the last thing Pennsylvania workers need today is additional - and unnecessary - governmental regulation which will make it harder for them to compete and remain in business.

About thirty individuals were in attendance. The group was split into smaller groups and was asked to speak with legislators explaining how they feel about this bill. Our own member Rodney Haupt was in attendance and feels that it was a successful day.

Don't Sell – SOLVE

By [David Tillinger](#) | Published 01/31/2008

The answer that most sales people will give as a response to this question is to say that they sell things. Though that is a plausible response, it isn't really the most accurate. The actual answer is that you sell your ability to solve people's problems. What you are really selling is how your product will solve a specific problem when it occurs or fulfill a customer's particular need. For example, the purpose of automobile insurance is to protect the driver in the event he or she has an accident. If the driver never has an accident, then they are essentially paying a certain amount per month to have a slip of paper in the glove compartment. So in that case, the sales person is selling what his insurance can do for the customer if the worst event occurs.

To paraphrase John F. Kennedy, when dealing with a customer, it's not what the customer can do for your product, but what your product can do for the customer. So what you need to remember is not to sell how great the product or service is or how great you are, but rather what the product or service can offer to your potential customer. At the end of the day, the customer doesn't really care how the product or service accomplishes the end result.

In other words, the automobile insurance purchaser doesn't really care very much about the intricacies of each feature of the policy he or she purchases, they only care that they are secure if they have an accident. The best way to accomplish this is listen to the customer. It is a natural reflex to want to immediately launch into the sales pitch. To tell the prospect why they absolutely have to purchase the insurance you are selling. The problem is that the sales pitch is it is focused on the how good the product is, not what the prospect wants and needs. The best sales people are the ones who know when to take a step back and listen to the customer. Letting them tell you their concerns first makes them more comfortable and gives you a chance to *personalize* your sales pitch.

Once you've gotten this information and created a level of trust and empathy, the sales pitch no longer comes across as selling, but rather as a presentation on how your product can help the customer with a particular need. The material is the same, but having taken the time to lay the groundwork, you now have a prospect who is receptive to your sales pitch, because he or she no longer views it as selling.

Tailoring your pitch to the customer's needs makes it easier to close the sale. What you believe is important about your product or service is irrelevant. The most important thing in a sales discussion is what the prospect believes is important. Tailoring your presentation to the prospect's needs gives your presentation a personal touch and allows the customer to feel that you are speaking to them personally and not just giving them a sales pitch. Even if you most likely are.

In closing, the most important person in any sales conversation is the customer. The goal of the conversation is to solve the customers problems (and if you make some money too, that's great). If you can remember that and tailor your sales strategy accordingly, then it is likely that your answer to the trick question I asked at the beginning of this article will be: "Make a lot of money."

