

Chamber CHATTER



MECHANICSBURG
CHAMBER OF COMMERCE
The Strength of One. The Power of Many.™

5.23.24

6 West Strawberry Avenue, Mechanicsburg, PA 17055 (717) 796-0811 www.mechanicsburgchamber.org

In This Issue:

Memorial Day: A few words of thanks2

May is Stroke Awareness Month14-15

Winning the Sales Game: Tackle Your Fears
and Help Boost Your Business Profits ...16-18

News, Events & more!

Seeking HOSTS for 2024 EVENTS

- Business Women's Networking Luncheon
 - After Hours Mixer
- Business Leaders Discussion Group

BE A HOST and showcase your business,
service and more...

CHAMBER EVENTS

Watch for Weekly Updates!!

May

27 - Chamber Office closed for Memorial Day.

30 - Business Leaders Discussion Group -
Sponsored by PaySmart Payroll Services, 650 Wilson
Ln, Ste. 100, Mechanicsburg. 7:45 - 9:00am.
Members only event.

June

20- Jubilee Day - Downtown Mechanicsburg.
10:00 AM - 9:00pm.

RSVP to info@mechanicsburgchamber.org

For a full calendar of chamber and member events,
visit www.mechanicsburgchamber.org/events

Thank You For Renewing Your Membership!

1st Choice Financial Services
America's Auto Auction Harrisburg
Dental Health of Silver Spring
First United Methodist Church
Gift CPAs

Handyside Inc
Silver Spring Township
The Long Group, LLC
Total Air Cleaning



On this Memorial Day, please take time to reflect and honor those that have made the ultimate sacrifice while serving to preserve the life and freedoms that are provided to us in this great country. Though not perfect, these United States enable everyone the ability to express themselves, worship how they choose, and assemble in a peaceful manner. Without the men and women that gave the 'last full measure of devotion', we would not be afforded these freedoms. May all those that have served and passed rest in eternal peace with our never-ending gratitude.

Mechanicsburg Chamber of Commerce presents:

Business Leaders Discussion Group

Thursday, May 30

7:45 - 9:00 am

**Sponsored by
PaySmart Payroll Services
650 Wilson Ln, Suite 100
Mechanicsburg**



RSVP to info@mechanicsburgchamber.org or call 717-796-0811.
This members-only event is **free** to attend!

Bring your questions and business topics and hear what others have to say!

Seeking HOSTS for 2024 EVENTS

- Business Women's Networking Luncheon
 - After Hours Mixer
- Business Leaders Discussion Group

BE A HOST and showcase your business, service and more...

For more information - on **HOSTING AN EVENT**
contact the Chamber office at 717-796-0811 or email - info@mechanicsburgchamber.org.

Our calendar is WIDE open.



Jubilee Day

Save the Date

On June 20, Jubilee Day returns to the streets of downtown Mechanicsburg. This year marks the 94th Annual edition! Don't miss your chance to be exposed to nearly 70,000 attendees from across the midstate.

Booth space is available at a discounted rate for Chamber members. Contact the chamber for an application. 717-796-0811 or info@mechanicsburgchamber.org



JOIN THE TIDE MINISTRY
for a **Taste of The Tide** event on
Friday, June 7th at 6:30 PM.



Come Experience

*Taste of
The Tide*

Food. Music. Culture.

The Meeting House
1155 Walnut Bottom Rd
Carlisle, PA

An evening of fun
and fellowship awaits
you through this Taste
of The Tide cultural
experience.

Enjoy authentic food
and music from
Thailand and hear
from Kris G., one of
The Tide 'boots on the
ground' partners, as
she shares about the
ministry to the people
there.

The event is free to attend, with an opportunity
to give to The Tide ministry's work in Thailand.

RSVPs appreciated by June 3rd.

- 717-264-7288 or events@thetide.org
- Scan QR code
- Visit the Carlisle Taste of The Tide event
at: thetide.org/events



Report Potholes to PennDOT

While it's always great to welcome the spring thaw, it also brings with it more potholes on our roads and bridges. Extreme fluctuations in temperatures can contribute to more potholes on our roads.

To help combat potholes and prevent them from becoming a danger to vehicles and drivers on the road, you can report potholes to PennDOT. Simply call 1-800-FIX-ROAD or [click here to file a report online](#).

THRIVER DAY

June 8, 2024

10 AM - 1 PM

The public is invited to join us for this incredible day!



**Breast Cancer Thriver names will
be added to the Wall of Hope**

- Kimchee Girl Food Truck
- Raffle
- TaTa Rebels
- Fill the Trailer
- Pink B*Cause
- Special Sales

5325 E. Trindle Road | Mechanicsburg, PA

GFWC (General Federation of Women's Clubs) Mechanicsburg

The next meeting will be on Tuesday, June 11, 2024 at 6:30 PM at Buhrig's Gathering Place, 25 East Main Street, Mechanicsburg. There will be a pot luck supper, so bring a dish to share and your place setting. The program will be installation of officers for the 2024-2026 term.

Would you like to know more about how we serve the community while helping Veterans, libraries and schools? Come for a visit to find out.

For more information, contact Sue at 717.243.9872 visit our website at <http://gfwcmech.tripod.com/>

The poster has a vibrant red background with faint line-art illustrations of various food items like burgers, fries, and carrots. At the top, the words 'Third Friday' are written in a gold, cursive font, followed by 'FOOD TRUCKS' in large, bold, white block letters with a black outline. Below this is a stylized illustration of a tan food truck with a black canopy. A black circle with white text '4:30-8 p.m.' is overlaid on the truck's front. The dates 'APRIL 19 ▪ MAY 17 ▪ JUNE 21 ▪ JULY 19' and 'AUG. 16 ▪ SEPT. 20 ▪ OCT. 18' are listed in white block letters. The bottom section has a tan background with the church logo, address, phone number, website, and a QR code. A black banner at the very bottom contains the text 'MULTIPLE TRUCKS /// VARIETY OF FOOD' in white.

Third Friday
FOOD TRUCKS

4:30-8 p.m.

APRIL 19 ▪ MAY 17 ▪ JUNE 21 ▪ JULY 19
AUG. 16 ▪ SEPT. 20 ▪ OCT. 18

First United Methodist Church
MECHANICSBURG, PA

135 W. Simpson St.,
Mechanicsburg
717-766-4611
fumchurch.com

MULTIPLE TRUCKS /// VARIETY OF FOOD

JAZZ ME BAND

KIRK WISE UPCOMING
SOLO, DUO & BAND
PUBLIC DATES

Fri. 5/24 – Hemauer Brewing,
Mechanicsburg...Kirk solo 6:30-9

Sat. 5/25 – Captain Bob's Steamed Crabs,
Railroad...Kirk solo 5:30-8

Sun. 5/26 – Gettysburg Farm Property
Campground, Dover...Kirk solo 2-5

Mon. 5/27* – Masonic Homes Memorial
Day Picnic, Middletown...Country Wise 11-2

Tue. 5/28 – Greystone Brew House@
Range End , Dillsburg...Kirk solo 6-9

Fri. 5/31 – The Gettysburger,
Gettysburg...Kirk solo/Duo 7-10

Sat. 6/1 – Sage Lane Spring Sale,
Dillsburg...Kirk solo 11-2

Sat. 6/1 – Free Spirit Campground,
Loysville...Kirk & Band 5-8

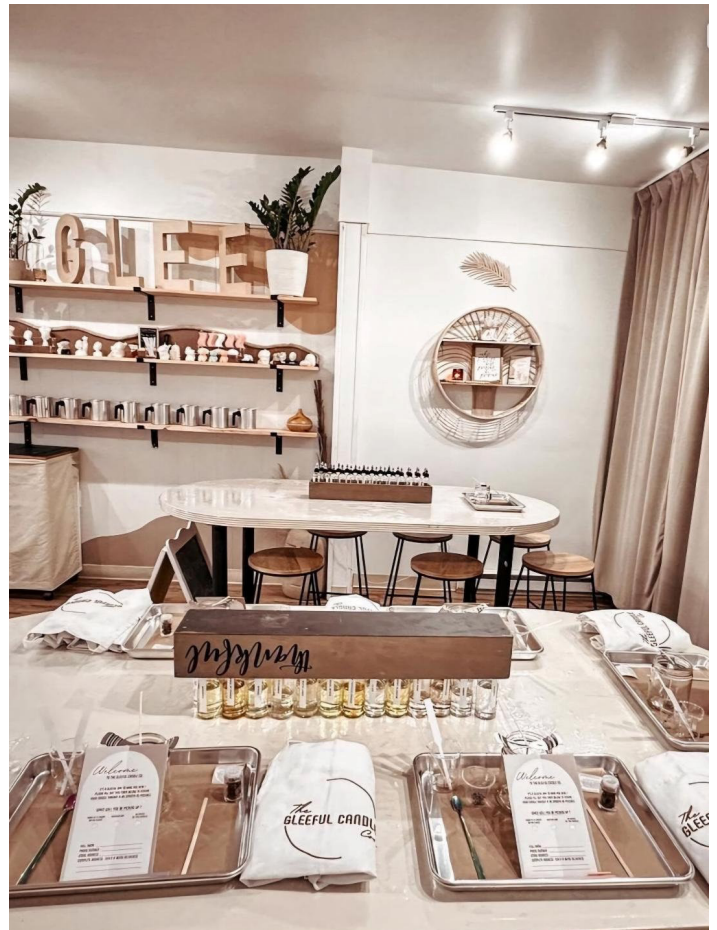
Sun. 6/2 – Captain Bob's Steamed Crabs,
Railroad/ Shrewsbury...Kirk solo 1-3

For complete up-to-date
schedule, information,
and photos go to
www.jazzmeband.com

Bookings: call Kirk at 717-979-0341 or
E-mail wisemotors@aol.com

Tour sponsors:
FARNHAM INSURANCE,
MEMBERS 1st F. C. U.,
CLASSIC DRY CLEANERS, STUDIO D &
LANDON WISE PHOTOGRAPHY

THE GLEEFUL CANDLE CO.



SAVE 10% off your next online booking
using coupon code:

SPRING2024

this May making a Spring Inspired
Scented Candle!

Coupon valid until May 24th 2024

BOOK HERE

62 W Main St
Mechanicsburg, PA
717-748-6899

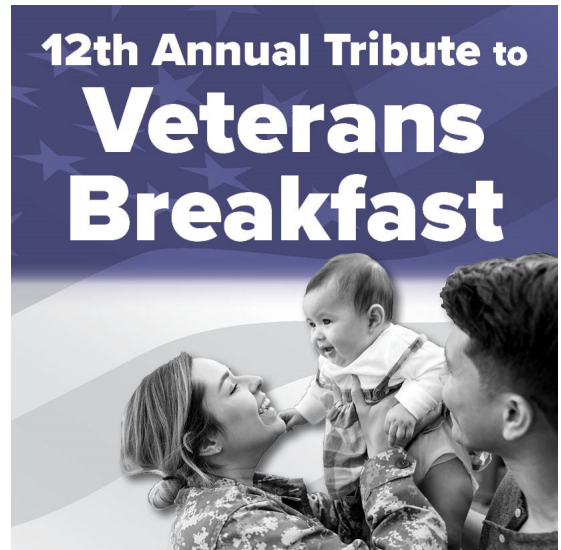


My 12th annual Tribute to Veterans Breakfast will be held Thursday, May 30, at 8 a.m. (doors open at 7:30 a.m.) at the Mechanicsburg First Church of God Community Center, 201 E. Green St. in Mechanicsburg.

The 88th District's veterans, active-duty military personnel and their families are invited to this free program and breakfast to pay tribute to their service. This year, our theme is the veteran's families, as we know when a soldier serves, so does the family by keeping the home life going while they defend our liberties. We thank them for all the sacrifices made while their loved ones served our country.

Our guest speaker will be Alyssa H. Holstay, Esq. Alyssa has been practicing law in Pennsylvania since 2007 and has practiced in criminal law, child welfare law, family law and administrative law. She is also the founder of Selfless Service, a community support and assistance organization for military families, law enforcement and first responders

RSVPs are required. Please call my office at 717-761-4665 or [click here to let us know you're coming](#).



Fish for Free This Weekend!



On Sunday, May 26, the Pennsylvania Fish and Boat Commission (PFBC) will host a Fish for Free day to allow anyone (resident or non-resident) to legally fish on all Pennsylvania waterways. No license is required, but all other fishing regulations still apply.

This is the first of two dates set by the PFBC to enhance fishing opportunities. The next day is Independence Day, Thursday, July 4. This is a great way to expose the next generation of anglers to the outdoors. [More information about fishing in Pennsylvania is available here.](#)

HOST: NICOLE STREETS
 SPEAKER : BRITTANY SMALLS
 SPEAKER : LISA DORR
 SPEAKER : EDDIE COLLINS

TRIUMPH OVER Trauma

20TH JULY | 11-3 AM PM | \$ 40 PER PERSON

More information : (717) 554-0981
 Visit our website : www.rhemacreationz.com
 Register on eventbrite: <https://www.eventbrite.com/e/triumph-over-trauma-tickets-380327743157>

Come and be part of something special at the "Broken Vessels Podcast 3rd Anniversary Celebration"! This conference, taking place on July 20, 2024, from 11am to 3pm in the vibrant city of Mechanicsburg, promises to be an unforgettable gathering. Join us as we commemorate three incredible years of hosting our Podcast, where we have shared powerful testimonies of hope, redemption, and restoration.

Immerse yourself in the soul-stirring sounds of gospel music, as talented musician fill the air with uplifting melodies. Prepare to be inspired by our esteemed guest speakers, who will share their wisdom and insights on navigating life's challenges with faith and resilience. But that's not all – delicious food and delightful fellowship await you, providing the perfect backdrop for forging new connections and strengthening existing bonds. Four phenomenal guest speakers will share their inspiring stories of overcoming adversity and rising above life's challenges.

Whether you're a devoted listener of the Broken Vessels Podcast or simply seeking an uplifting and transformative experience, this conference is tailor-made for you. Come, celebrate with us, and be part of an extraordinary afternoon that will leave you feeling rejuvenated and inspired. Your presence is eagerly anticipated – don't miss out! Come and be refreshed, empowered, and equipped to triumph over trauma and step into the fullness of your destiny.

Be sure to purchase tickets online <https://www.eventbrite.com/e/880307743157?aff=oddtcreator>



Goodwill

Keystone

Reworld™ and Goodwill Keystone Area Introduce Free Electronic Waste Recycling in 22 Central and Southeastern Pennsylvania Counties

Reworld™, in partnership with Goodwill Keystone Area, unveiled a new initiative to provide free electronic waste recycling across 22 central and southeastern Pennsylvania counties. Reworld™ is a proven provider of e-waste recycling, recovery and environmentally responsible disposal, having recycled more than 135 million pounds of e-waste.

“Electronic waste is the fastest growing waste stream in the world, and making electronics reuse and recycling easier and more accessible is critical to keeping these materials out of landfills or worse, illegally dumped,” said Pennsylvania Department of Environmental Protection Acting Secretary Jessica Shirley. “This program reduces waste, reuses items that are still good, and recycles the ones that aren’t.”

Made possible through efforts of the Pennsylvania Recycling Market Center, it began by Recycling Markets Center industry experts mapping Goodwill processes and operations, then understanding and interpreting the facility needs of Goodwill Keystone Area. Understanding Goodwill criteria and the e-waste landscape, the Recycling Markets Center coordinated the introduction of e-waste vendors to Goodwill Keystone Area, resulting in a successful pairing with Reworld™.

“In 2023, Pennsylvania had only nine e-waste recycling sites that would accept any electronic device for recycling at no cost, without limitations. The new program at Goodwill Keystone Area now includes 22 counties at 42 locations, approximately 45 percent of the Pennsylvania population,” said Robert Bylone, President and CEO, Pennsylvania Recycling Markets Center.

“This program extends our commitment and services in managing end-of-life electronic devices responsibly, utilizing our expertise and facilities to ensure environmentally responsible recycling and disposal,” said Gordon Burgoyne, Business Manager of Electronics Recycling, Reworld™. “We are proud to join with Goodwill Keystone Area to bring a convenient and responsible no-cost e-waste recycling option to the residents of central and southeastern Pennsylvania under the state law.”

Reworld™ and Goodwill Keystone Area launched the initiative in response to a pressing need in the region, expanding electronic recycling options under the PA Covered Device Recycling Act 108 for many counties currently underserved by existing recycling programs. Many counties, including densely populated areas such as Montgomery, Bucks and Chester counties in the Philadelphia suburbs, lack comprehensive, e-waste disposal services. This gap poses significant challenges for residents, particularly when disposing of items like televisions, which typically incur additional fees and may only be collected on one specific day, if at all.

"In partnership with Reworld™, we're flipping the switch on e-waste recycling," Goodwill Keystone Area President and CEO Ed Lada, Jr. said. "This free program empowers residents across Goodwill's 22-county footprint to responsibly donate a broad array of old electronics at any of our drop-off locations seven days a week. Donors can now take comfort knowing they have a convenient way of contributing to waste-reduction efforts and are helping to bolster Goodwill Keystone's mission to advance sustainability in our communities."

The new initiative will leverage Goodwill Keystone Area's broad network of [42 stores and donation center sites](#), establishing each as drop-off points for a wide variety of e-waste items from televisions and computers to other household electronics, including mobile devices, gaming systems, telephones, toasters, vacuums and much more – with an ambitious goal to collect half a million pounds of electronic waste within the first year. The program will not only facilitate easier access to e-waste recycling for residents but also encourage them to donate other gently used items, such as clothing, books and household goods.

If the electronics dropped off are at the end of their life or broken and Goodwill Keystone Area cannot sell them in their stores, they will be responsibly recycled by Reworld™.

This initiative represents a significant commitment by Reworld™ and Goodwill Keystone Area to improve electronic waste management and help preserve Pennsylvania's environment for future generations. Goodwill Keystone Area will focus on the collection and sorting of donated items, and Reworld™ will play a critical role in the downstream processing and recycling, with the collected electronics being refurbished or recycled in compliance with the Pennsylvania Covered Device Recycling Act and international e-Stewards standards.

"The launch of this program and its capacity to accept e-waste is all about providing our neighbors here in Pennsylvania with the opportunity to take environmentally friendly action, and represents a six-fold increase in open and fee-free electronics recycling capacity in these 22 counties," added Burgoyne.

Click [here](#) for a list of electronic items Goodwill Keystone Area can and cannot accept.

About Reworld™

Reworld™ is a leader in sustainable waste solutions, providing innovative and environmentally responsible services to a global community. Reworld™ is committed to advancing zero waste initiatives and supporting sustainability goals through state-of-the-art technologies that reimagine, reduce, reuse, recycle, recover and renew. For more information, visit www.reworldwaste.com.

About Goodwill Keystone Area

Goodwill Keystone Area serves 22 counties in central and southeastern Pennsylvania. As a 501c3 nonprofit, revenue generated from the sale of donated goods in its retail stores and online auction site directly supports Goodwill's mission to advance sustainability so that individuals and families can thrive and flourish. Goodwill fulfills this mission by recycling donations into training, paychecks and careers. Additionally, as America's original recycler, environmental sustainability has been central to Goodwill's mission since its founding.

About Pennsylvania Recycling Markets Center

The Pennsylvania Recycling Markets Center (RMC) is a nonprofit corporation with mission to reduce or eliminate barriers that lead to expanded end-use of Pennsylvania's recycling. As the only Pennsylvania organization with this uniquely circular mission, the RMC team brings economic development and environmental guidance; recycling industry outreach and research; and

manufacturing assistance to stakeholders including entrepreneurs, manufacturers, recycling sorters, collection programs, haulers, governmental agencies and officials, consumers and educators. Since inception in 2004, and with funding from the Pennsylvania Department of Environmental Protection, the RMC has an affiliation with Penn State and is headquartered at Penn State Harrisburg with an office also in Pittsburgh. Serving the entire state, RMC assistance includes manufacturing supply connectivity for use of recycled feedstocks; applied research and commercialization assistance in the use of recycled materials; technology and equipment comparisons; and expert curation of technical and business growth knowledge. The Recycling Markets Center is the keystone of circular economy in Pennsylvania. To learn more, visit PennRMC.org.



cumberland valley
P E N N S Y L V A N I A
CUMBERLAND AREA
ECONOMIC DEVELOPMENT VISITORS BUREAU
CORPORATION



SUMMER TOURISM ANNUAL MEETING

Join CAEDC as Relic shares the results of a consumer perception study, and hear from a media panel about telling your story.

JULY 10 **1:00-3:30**

REGISTER HERE **HOSTETTER CHAPEL
MESSIAH UNIVERSITY**





The Next Chapter for Simpson Library: Simpson Library Capital Campaign

Imagine more library program and meeting space and a permanent home for the Friends of the Library Book Sales! That's what is planned for the new Learning and Book Sale Center at 45 West Allen Street! It is located just a few blocks from the existing library. The building you know and love on

North Walnut Street will remain the hub of our library services. We need your help to meet our \$2,000,000 [campaign goal](#) to renovate the space into a flexible, modern space. To make a tax-deductible donation, please visit our [webpage](#) or stop in!



There is Life After Stroke

By: Steve Zanders, D.O., FCCP, UPMC in Central Pa.

Every 40 seconds, someone in the U.S. has a stroke. Stroke is the fifth leading cause of death, the number one cause of disability, and can affect people of all ages — not just older adults. Rapid treatment for stroke is the key to preventing long-term disability.

A stroke occurs when blood flow and oxygen to the brain is interrupted (ischemic stroke) or when bleeding happens in the brain (hemorrhagic stroke). This loss of blood and oxygen causes two million brain cells to die every minute, so time is of the essence. The longer a stroke goes untreated, the higher the odds of permanent brain damage, disability, or death.

How the Stroke Affects the Brain

If you suspect someone may be suffering a stroke, think B.E. F.A.S.T:

- Behavior and Balance: Has the person had a change in behavior or lost their balance?
- Eyes: Ask the person if their vision has changed. Are their eyes moving abnormally or is gaze fixed?
- Face drooping: Ask the person to smile. Is one side of the face drooping?
- Arm weakness: Ask the person to raise both arms. Is one arm weak or numb?
- Speech trouble: Ask the person to repeat a simple sentence like "the sky is blue." Is speech slurred or hard to understand?
- Time or Terrible headache: Is the person experiencing a terrible headache, especially the worst they've ever experienced? When it comes to stroke, time is crucial. If someone is experiencing any of these symptoms, call 9-1-1 immediately—even if the symptoms start to fade.

Depending on the severity of a stroke, someone may experience all these symptoms, or none at all.

Treatment and Life After Stroke

With all stroke treatments, time is critical. The procedures must be performed quickly after onset of symptoms. The goal is to restore blood flow to the brain as quickly as possible to prevent permanent brain damage or death.

There are specialized centers, including UPMC Harrisburg, that offer advanced therapies such as thrombectomy, or surgical removal of the blood clot, as well as neurosurgical and neurocritical care expertise for hemorrhagic strokes and all stroke complications. UPMC Harrisburg works closely with the other six UPMC hospitals in the region to coordinate safe and expedient care.

UPMC is cognizant and aware of the challenges patients face during and after a stroke. Treatment for post stroke complications often begins while patients are still in the hospital and can include medications, psychological therapies, visual, and optic rehabilitation, as well as addressing standard motor and sensory dysfunction.

Stroke patients begin rehabilitation within 12-24 hours, provided they are stable. Muscle weakness and depression, which often follow strokes, are addressed through treatment plans as soon as patients are admitted. In cases where stroke has caused limited or extensive disability, inpatient rehabilitation begins within days of treatment, and upon discharge the patient may need ongoing physical therapy.

Physical changes that follow a stroke are the result of injury to the brain and may include one or more effects.

- Weakness or Paralysis
- Fatigue
- Communication challenges
- Memory deficits
- Emotional or behavioral changes

With fast and proper treatment, stroke patients can greatly improve health outcomes and recovery following a stroke. Stroke affects many functions of the body and it's important that patients receive appropriate, quality rehabilitation with a specially trained team to overcome deficits and improve the chances for the best possible recovery.

Every patient's recovery is different, but often stroke recovery takes three to 12 months and beyond. To maintain gains and work on evolving needs, patients must continue to work at their recovery.

[Learn more about UPMC Stroke Centers in Central Pa.](#)

Dr. Steve Zanders is the associate medical director of critical care services and medical director of neurologic critical care, neuroendovascular and stroke care at UPMC in Central Pa.

Winning the Sales Game: Tackle Your Fears and Help Boost Your Business Profits

Dahna M. Chandler - American Express

Is your fear of selling hurting your business? Learning to sell confidently can help both your clients and your bottom line.

If you're like some small-business owners, you may experience anxiety, dread, or even downright aversion when you think of sales. Fear of rejection, low confidence in your offerings, and negative [perceptions of salespeople](#) may hinder your ability to make sales that generate cash flow.

But the ability to sell effectively is often essential to your small-business success. Overcoming your sales fears can be a game changer for your business, taking it from surviving to thriving.

To help you overcome your selling fears, I spoke to three business coaches who conquered their fear of sales to become experts. Today, they support other small-business owners in their journey to sales success and help them generate six-figure revenues. They offer strategies and mindset shifts that can empower you to overcome your sales-related fears and comfortably and confidently approach sales with a focus on profitability and client service.

Reframe Your Selling Mindset

Effectively tackling your fear of selling can involve examining your mindset and rethinking your selling perspective. Your thoughts about sales can influence how you approach potential buyers with your offerings and how you react to their rejections or other sales obstacles.

Knowing your most common obstacles can be crucial. Dr. Tar'kesa Colvin, CEO and strategist at [TColvin Consulting](#), says money and sales are two different mindset issues.

"Your money mindset affects your sales mindset," says Colvin. "Sales mindset is fear of sales, but money mindset determines whether you believe you're worthy of selling and making money."

Zach Swinehart, co-owner and head of student success at [Double Your Freelancing](#) notes this type of discomfort can be common amongst small-business owners.

"Some may feel bad, like they're taking advantage of a customer, or they're only out for themselves," he says. "That can be because of how they've seen salespeople make money in the past, especially in selling to them."

You might be connecting your experiences with salespeople to "good" and "bad" ways of making money, making sales a "bad" income-generating activity.

Unlocking your money mindset can be key to transforming your sales mindset and generating higher revenue.

Know the Value of Your Offering

Leah Neaderthal, founder of sales coaching and business mentoring program [Smart Gets Paid](#), says focusing on your product or service's value can be crucial.

"Start by developing a painkiller statement where you describe your work or product as the solution to your client's number one problem," she says. "You should first know your target audience and their needs. Then try to develop a strong value proposition with the unique selling points for your products or services."

All three experts encourage business owners to believe their business exists to provide the answers to your customers' top challenges, needs, or desires. If you believe that, you can feel more confident about offering your product or service.

Explore New Tools

It's one thing to believe your product is life-altering and that you have an obligation to offer what you have to the world. But that alone may not change your selling habits.

Swinehart says he used books and other training tools, along with a practice of using them consistently, to change his thinking about sales. For one sales strategy, he'd take a sheet of paper and create three columns.

"I created really obvious reminders of what I was trying to change," Swinehart says. "In the left column I'd write a stimulus, in the middle column, I'd write my old response, and in the right column, I'd write the desired new response. Sometimes it's imposter syndrome I'm dealing with, and I must work through that."

Expose yourself to the new belief system about sales [...] especially if your experiences with sales have been pushy and uncomfortable." —Zach Swinehart, co-owner and head of student success, [Double Your Freelancing](#)

Coaches and mentors may be another option for helping you shift your sales beliefs.

Whatever methods you choose to change your sales beliefs, you can [determine first what your sales style is](#) and what sales methods make you most comfortable. Not every sales method or belief system will work for you.

How to Build Your Confidence From Sales Experiences

Overcoming your sales fears can extend beyond changing beliefs. It can mean learning by trial and error to build confidence in your sales abilities. Here are some strategies to help.

1. Embrace rejection as a learning opportunity.

Rejection can be an inevitable part of a sale. Rather than letting it discourage you from selling again, you can view it as an opportunity for growth. When you experience rejection, you might reflect on what you could have done differently to improve your sales process for next time. You can look for feedback patterns in responses from customers and use it to refine your approach.

One way to help prevent rejection is to put [a solid sales process](#) in place to make sure the right customers are coming to your business. The more you learn from rejection, the more secure you can

be in your ability to manage and overcome it in the future.

2. Focus on building customer relationships with strong customer service.

Establishing solid, long-term relationships with your buyers can help speed up your sales success. Aim to focus on providing them with exceptional customer service and building personal relationships with them.

Creating this loyal customer base that supports your business, even in economic downturns, can lead to more confidence in your ability to sell to new clients.

3. Set realistic sales goals and track your progress.

Developing reasonable sales goals can help you stay excited about your sales activities. Consider **using S.M.A.R.T goals** and divide your revenue goals into attainable steps. As you accomplish your goals, your faith in your ability to make successful sales and expand your business may grow.

4. Celebrate your successes and milestones.

Realizing sales objectives, like reaching a revenue target or winning a major contract, can help you build faith in your sales abilities and momentum in your sales efforts. You can reward yourself for every success. Recognizing your efforts and encouraging yourself to stay on track can lead to ongoing sales success.

You can try to create specific celebratory activities, give larger sales bonuses to your sales team, or set up a recognition program. Even solopreneurs can consider creating a rewards system that encourages future success.

The Takeaway

Building confidence in your sales abilities can start with establishing new beliefs about sales, your product, and yourself. By applying the strategies above, you can help overcome your sales-related fears and achieve profitable growth for your small business.

ABOUT THE AUTHOR

Dahna M. Chandler is an award-winning business and finance journalist with over 25 years of experience writing for major media outlets and top business blogs. Committed to helping wealth-minded people thrive, she specializes in educating readers with tips, tools, and caveats about managing their personal and small business finances.