

## THIS MONTH AT OLLI

January 2018

Joe Bailey

Another year has ended and a new year is beginning. We are too fat from eating holiday meals and the ever present cookies. Good news. A new gym is opening in the old Big Lots store on North State Street. I don't recommend excessive physical exercise. Let's just meet in their parking lot and eat our bagged lunches. We can count the number of cars in the parking lot in January and then watch the number decrease over the next couple of months.

It is about time for school to start. Happily because of our faithful attendance at all of the senior Expos we won't need to visit Staples for our supplies. We have plenty of pens, note pads, calendars, and bags to carry them in.

Important dates in January:

Wednesday, January 10: Open house/walk in registration, 10 a.m. – noon

Thursday, January 11: Priority registration deadline, 2 p.m.

Wednesday, January 17: Instructor and new member orientation, 10 – 11:30 a.m.

Monday January 22: first day of classes

On Thursday Dec. 21<sup>st</sup> three of us from the Community Relations team worked a table for four hours at the Dover Public Library. We told the OLLI story to a few interested people and met a couple of interesting people. It reminded me of my days cold calling in the business parks around Baltimore. It was a fun thing to do on a nice day but probably fewer than five out of each one hundred businesses ever became a customer of mine. On the other hand when a customer of mine recommended me to their business friends I was often able to get their business also. Was it because I am a good salesman? Maybe. Was it because my customer was a good salesperson? That is also possible. We are all in sales whether we think so or not. If you have ever talked someone into doing what you wanted them to do, you are a successful salesperson. Please use this skill to help new people experience OLLI.

Sales is a twenty four seven business. This comes to you from a man who used to stop for a beer after work to let the traffic get a head start. Twice in my business career I sold copiers to strangers I met in a bar.