



Special points of interest:

- September 4 - 6
Ft Union Living
History Weekend
- September 6
Labor Day
Chamber Closed
- September 10
9/11 Memorial Dinner
Spaghetti Feed
Free will donation.
Proceeds go to the Law
Enforcement Association
6 - 8 pm Moose Lodge
- September 10 - 11
Erase Your E-waste.
County Shop
- September 12
Ft Buford Footstompin'
Flag Retreat
- September 14 - 15
Eastern MT Veteran's
Stand Down in Glendive
- September 15
Leadership Issue Day 1
- September 17
Casting Shadows
MonDak Heritage Center
- September 19
MonDak Heritage Center
Annual Meeting
- September 25
Walk for Wellness
1/2 Marathon

Upcoming Events:

- October 4 - 6
T.A.C. Meetings
- October 19
Candidates Forum
- November 2
Election Day
- November 26
Christmas Stroll &
Parade of Lights

Another Successful Event!



Aidan Herman proves you're never too young to work at the Gun Show!

The Lone Tree Gun Show Committee had been waiting a year to hold their show in the new Event Center at the fairgrounds, and what a show they had. With a larger building, twenty five more tables were available compared to the past. There is also room for future growth as well. The Event Center is air conditioned which was also a big luxury over the old building, as it was quite warm over this weekend. It was additionally evident and

expressed that the quality of the exhibitors attracted attention to the show. Additionally, the new kitchen was a great help to the concession crew to provide a diversified and delicious menu with comfortable seating. In-house rest-rooms increased everyone's contentment and convenience as well.



Chairman Jim Pelvit & Rifle Winner Marty Bradley

All these points added up to a very successful event. The vendors told us they did well, attendance set a new record, concessions increased, and the raffle was close to being a sell-out. Marty Bradley of Sidney won the Weatherby Vanguard Sportster in his choice of caliber.



Marty Bradley of Sidney won the Weatherby Vanguard Sportster in his choice of caliber.

Congratulations and thank you to Jim & Leann Pelvit, Tim & Brenda Larson, and their committee on having a tremendous event. We know the vendors are already looking forward to next year.

Sidney Chamber 2010 Board of Directors

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Ben Larson Safflower Technologies Kathy Nicholson Candy Bouquet

David Garland Sidney Sugars Jay Frank Sidney Country Club

Staff: Wade J. VanEvery, Executive Director LaVanchie Starkey, Administrative Assistant

Leadership Program Kicks Off 13th Year

September 1 will be the first day of school for the Sidney Leadership Program as they start a new class with an ice breaker/ orientation meeting. The first issue day focusing on Small Business will be on Sept. 15. This will be the thirteenth year the Sidney Chamber has been offering the leadership program, and the third year that class members will receive six business/communication credits from Dawson Community College.

In addition to the day focusing on small business, the class will spend a day learning about local tourism, government, health & human resources, education, energy, and agriculture. The class will also attend three skills development seminars, one city council meeting, one school board meeting, the fall Candidate Forum, the annual Chamber banquet, and complete a class project.

It is also important to mention that the Leadership Task Force starts new leadership at the beginning of a new class year and this year's Chairwoman is Dana Jonsson. She is a member of the 2008 Leadership Class and has been a class representative to the Task Force.

JSEC Hosts Opportunity Fair



One of the needs that is expressed by Chamber members is the need for employees. To help with this need the JSEC Committee, which the Chamber participates in, is having an Opportunity Fair on October 14, 2010. This job fair will be held in the Richland County Fair Event Center from 10:00 A.M. to 7:00 P.M. The goals of this event is to give employers an occasion to showcase their needs to prospective job seekers and let young people see the prospects available right here at home. The local schools have given this a thumb's up and will be bringing students. Exhibit booths are available by calling the Sidney Job Service at (406) 433-1204.

Business After Hours at MD Hose & Fitting

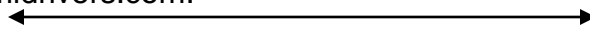
MD Hose and Fitting hosted a Business After Hours for the Chamber on August 17. Randy Iversen and his family provided barbequed hamburgers and brats along with home-made beans and salads to everyone who came. Randy opened up his complete business for everybody to see all the different services and products he can make and provide. Randy headquarters in a spacious shop area with Sidney Red-E Mix which made an excellent social quarter for this evening. The Sunrise Ambassadors helped out with welcoming duties and business card registration.



Introducing Our 2 Newest Members



Yellowstone Agate & Silver is the first business to open in the Yellowstone Marketplace, which used to be Yellowstone Mercantile. Jointly owned by the Harmon and Wells families, it is managed by Jessica Swisse. Their complete stock is Montana made and consists of Agate and Sapphire Stones in Silver Jewelry. They have been open for two months already and the Chamber helped with a ribbon cutting on that starting day. Everyone is invited to visit them Monday thru Friday from 9:00 a.m. to 5:00 p.m. The address for this member is 102 N. Central Ave. and the phone number is (406) 489-3306. Jessica can also be contacted at yellowstoneagate@midrivers.com.



The Chamber also welcomes **EMMAA-Sidney**, owned by Nanette Bergerson to membership. EMMAA is short for "Eastern Montana Martial Arts Academy". Nanette

can be contacted at (406) 480-3008 to learn more about her classes in Tae Kwon Do, Hapkido, and Kumdo-Art of Sword. Her classes begin on Monday Sept. 13th in the Healthworks Cardio Room located 216 14th Ave. SW in Sidney. EMMAA-Sidney is part of the World Tae Kwon Do Federation. She has eleven years experience in Martial Arts with five years Assistant Instructor at Glendive and Baker TKD Gyms. Nanette is assisted in her business by her husband Rob Bergerson. They both have numerous certifications and awards in this endeavor.



Customer Service: Are You An Objection Detective?

"It cost's too much," "I need to think it over," "I prefer to do business with _____," "I have to ask my spouse," etc, etc, etc! Have you ever heard these words? If you have been selling for more than a couple of days, you have. Do these words send chills down your spine?

Why do some salespeople hate objections? Probably because they feel it disrupts the flow of their sales pitch. Or perhaps they believe that the objection signals to them that they have lost the sale. Neither of these is true. An objection should never be considered a disruption or a loss. Objections are simply the customer's way of asking for more information.

So, instead of doing your best to avoid objections you need to become an "Objection Detective." Make it your job to unearth every objection that the customer has. Have a "bring it on" attitude to objections. Because they are not the END of the sale they are the BEGINNING of the opportunity to understand your customer better and provide them with what they need to make an informed purchase.

Many salespeople think it is best to leave the objection buried. Perhaps if they ignore it, it will go away. But, when you do that, it eventually will come back to haunt you. Like any infection left untreated, it will only grow and grow. Your job is to surface it, clean it and move on in the sales process. Unanswered objections lead to lost sales or the need to lower the price to keep the sale.

So, how do you go about becoming an Objection Detective? You have to listen very carefully to what the customer is telling you. Sure you need to hear the words they are saying, but it is even more important to hear what they are not saying. Customers talk to us in all sorts of ways. Their body language, facial expressions and tone of voice often provide more information than their words. Watch for the sometimes subtle (and not so subtle) changes in a customer's demeanor and then ask the questions that will uncover the issue. If you see that your customer stops making eye contact or starts fidgeting or looking at his watch, it is time to slow down or back up and find out the source of their discomfort. Even a slight change can signify a serious underlying objection.

What are some of the types of objection? Price, Time, Fear are some big ones. Let's take a look at each of these in more detail.

Price

When you get a price objection, don't immediately lower your price, instead hear what your customer is really saying. They are telling you that there doesn't seem to be enough value for the price.

Value doesn't mean talking about "feature, feature, feature." Value is always in the heart of the customer. You need to know what is important to your customer and then make sure your products meet those needs. The phrase "what this means to you is" is a great way to talk about the IMPACT those features have on your customer's life.

Time

If your customers are looking at their watch or saying "they have another appointment" make sure you look for the clues as to what led to this. Either they really have an appointment (in which case simply make another appointment with them.) Otherwise, think back to where the sale might have gone bad. When did you first notice a change in their demeanor? If you can't figure out where the problem is, simply ask. You would be surprised at how you can turn someone around by asking if there is an issue. If they are honest and tell you what the problem is, make sure you change your approach immediately.

Fear

If your customer seems to be fearful of making a decision, ask the questions that will help you better understand where your customers fear is coming from. Then slow down and provide them

with information that will ease those fears. Providing your customer with referrals, reference letters, and/or articles about your product or service will help.

By using a combination of active listening and providing valuable feedback you can uncover and answer most objections. The more objections you uncover and answer, the easier the close will be. And you want an easy close don't you? So become an "Objection Detective" and win your customers business!

Chamber Choices - Going the Distance

Montana Chamber Choices Health Insurance Program exists to serve Montana employers with 2-99 employees as well as sole proprietors with high quality, affordable health insurance solutions.



To accomplish this, Montana Chamber Choices relies on the expertise and local relationships of health insurance agents to offer the 11 different plans to employers across the state.

Health insurance agents have a plethora of options to sell and their duty is to work with each client to find the best health insurance fit. This requires extensive knowledge of the complicated nuances and payment structures of insurance as well as the tax benefits of Health Savings Account (HSA) and Health Reimbursement Account (HRA) plans.

Additionally when questions or billing discrepancies arise health insurance agents are there to assist employers, employees and individuals navigate the maze of deductibles, allowed amounts, coinsurance and more.

In our fight against the uninsured, health insurance agents are the ground troops. They are in the trenches educating business owners considering to offer health insurance for the first time, providing options for employers struggling with the a rate increase and counseling individuals as they mull over the option of buying insurance.

Over 120 business professionals in Montana call themselves health insurance agents and can sell Montana Chamber Choices.

From this pool of agents, there are 11 who went above and beyond the call of duty in 2009 and did an exemplary job supporting businesses as the recession hit hard in Montana. These 11 agents make up the 2009 Pro Bowl Team for Montana Chamber Choices.

2009 Montana Chamber Choices Pro Bowl Team

All-Stars

Gena Haas, Bozeman—New Sales All-Star
Todd Hober, Missoula—Greatest Number of
Contracts All-Star

Andrew Paffhausen, Bozeman—Retention
All-Star

Jessi Sawicki, Billings—MVP

Honorable Mentions

Scott Allen, Bozeman
Jim Culver, Glendive
Pat Harlin, Bozeman
Greg Lovegrove, Billings
Roger Olson, Chester

Traci Schell, Miles City
Peggy Young, Kalispell

To find a stellar local agent in your community visit chamberchoices.com and click on the "Authorized Agents" tab to view a list of agents that will assist you in finding a health plan that is the right **choice** for you.



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Stockman Bank
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We're on the web!
www.sidneymt.co

Registration Begins for MonDak Ag Days

The MonDak Ag Days and trade show will take place on Thursday and Friday, January 13 and 14, 2011. In the past, this event was held at the St. Matthew's center but will be moved to the newly constructed Event Center at the Richland County Fairgrounds.

With the new move, the Ag Days committee would like to make this year's event one of the best ever and to help us accomplish this goal, we are asking for support from our local businesses. Enclosed in this newsletter is an application for a booth at the trade show. It is our goal to get as many local businesses in the trade show before opening registration to businesses outside of Sidney.

If you are interested, please fill out the form and send it to the address provided on it. The application will be inserted into the October issue of the Ag Roundup as well.

If you have any questions, feel free to call Wade Whiteman or Tim Fine at the Extension Office at 433-1206, or log onto www.mondakagdays.com for more information and applications.

The word "Merci!" is written in a large, blue, cursive script font.

The beer concessions at the fair went very well for the Chamber this past month. The Chamber thanks Jamie Larson, Fair Manager and the Fair Board for providing this opportunity. Please give Doug Obergfell a big "thank you" the next time you see him for being the Chamber Manager. We also worked closely with Mike Eberling, Richland County Sheriff's Office and the District II Alcohol and Drug Program. And a big pat on the back for all of you that volunteered your time to help! There were 82 different individuals representing 36 Chamber Members/Businesses, and they all had a good time.

Save the Date!
Candidates Forum
Scheduled for
October 19th!