

CRYING OVER SPILLED INK*

SPOTLIGHT ON SCOTT-OOPS! CAMERAS ARE ROLLING

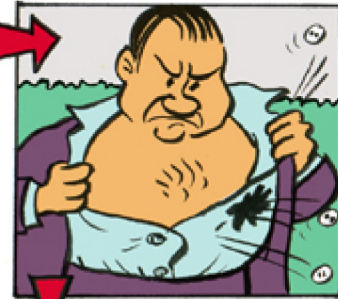
FROM SALESAUTOPSY.COM

ON A HOT DAY, I WAS IN FLORIDA WITH A PARTNER. WE WERE ABOUT TO DO A SOFTWARE DEMO TO A LARGE MEETING AT AN OFFICE SUPPLY COMPANY.

HURRY UP! WE ARE LATE!



GOSA!!! MY PEN HAD LEAKED ON MY SHIRT!



WE CALLED AT FIRST-FLOOR RECEPTION AND WERE LED DOWN THE HALL AND INTO AN ALREADY FILLED CONFERENCE ROOM. FIFTEEN PEOPLE IMPORTANT TO OUR FINANCIAL FUTURES HAD HAD A RINGSIDE VIEW OF A STRIPEASE AND A TERRIFIC TEMPER TANTRUM.



TO THIS DAY, I'M VERY CAUTIOUS IN AND AROUND PARKING AREAS—NO SPEEDING, STEALING PARKING SPACES, ILLEGAL PARKING, ETC. I'M "ON" FROM THE MOMENT I DRIVE INTO THE CUSTOMER'S LOT.



POSTMORTEM:

"Like children, salespeople sometimes need to be taught about consequences. Often, others are observing our actions when we least suspect it.

Act like a pro, from the moment you get in the car to begin your day, until you get home at night. Remember that you're always sending a message to somebody, including yourself." Dan

