

RADIO DAZE

JOSH RUNS FROM HIS PROSPECT TO LIVE AND SELL ANOTHER DAY

FROM SALESAUTOPSY.COM

IT WAS MY FIRST JOB IN SALES. I WAS SELLING RADIO ADVERTISING SPACE IN COLORADO. IT WAS ABOUT A MONTH AFTER THE COLUMBINE SCHOOL SHOOTING TRAGEDY HAD OCCURRED. HOWARD STERN, FAMOUS "SHOCK JOCK" WAS THE MORNING DJ ON OUR STATION. HE MADE SOME INSENSITIVE COMMENTS ABOUT THE SHOOTING AND THIS ENRAGED THE DENVER COMMUNITY.

I WAS SELLING TO AN AUTO GLASS SHOP, A \$36,000 CONTRACT.



OK! WHAT COMPANY NAME TO WRITE IN THE FIRST INSTALLMENT CHECK?



ISN'T THAT THE STATION WITH HOWARD STERN?



SHE WENT ABSOLUTELY BERSERK.



I STARED IN SHOCK UNTIL SHE THREW A STAPLER AND HIT ME IN THE HEAD.



I DROVE ONE MILE DOWN THE ROAD, PULLED OVER AND BAWLED LIKE A BABY. I HEARD YOU WERE SUPPOSED TO HAVE TOUGH SKIN TO SELL, BUT THIS WAS BEYOND ANY EXPECTATIONS OF MINE.

POSTMORTEM: "Wow, Josh even has sales scars to show for his time on the selling battlefield. When you sell for some time, you will eventually run into angry clients. Josh just got lucky and learned his lesson early. Our earth is full of people and personalities of great variety. Appreciate the wonder of creation (or be in awe of the genius of evolution, if you have the faith to believe in it) and expect the unexpected. Remember you're unique, just like everybody else."

Dan

