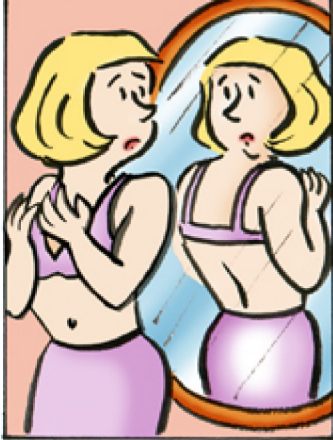


SALES CALL RAINED OUT

LAURA LOSES CONFIDENCE AND A CUSTOMER

FROM SALESAUTOPSY.COM

I'M FROM ST. LOUIS AND I'M NOT VAIN, BUT THE SOUTHERN GIRL SKIN THAT COVERS MY BODY IS JUST TOO LIGHT (WELL, WHITE) DURING SUMMER MONTHS.



SO IN ORDER TO APPEAR FIT AND HEALTHY ON ALL MY SALES CALLS I WOULD USE SOME OF THAT FAKE SUNTAN LOTION. MY TRIP TO THE DRUG STORE HAD LED ME TO BELIEVE THAT THIS LOTION MUST BE REALLY VALUABLE BECAUSE IT WAS REALLY EXPENSIVE. SO I SELECTED THE CHEAPEST TUBE AND BEGAN WEARING IT.

I FEEL GREAT! MY MAGIC TUBE DOES THE TRICK.



MY APPOINTMENT WAS DOWNTOWN AND I HAD TO WALK A COUPLE BLOCKS FROM MY PARKING SPACE,...



...JUST AS A RARE SUMMER SHOWER STARTED.

I SPURTED INTO THE BUILDING AND WALKED TO THE ELEVATOR.



ARE YOU OKAY?

I'M A BIT RAINED ON, BUT READY TO GO.

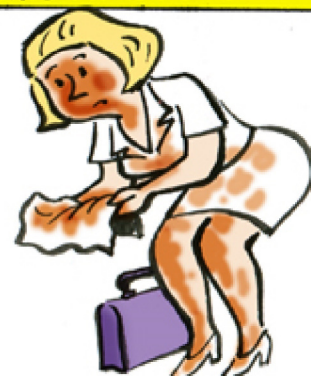


I WALKED INTO A FULL BOARD ROOM AND STRODE UP TO THE PRESIDENT.

ARE YOU OKAY?



I NOW KNOW HOW SILLY MY FACE APPEARED - I'D JUST SMEARED MY TAN ALL OVER THE GENTLEMAN'S HANDKERCHIEF. LOOKING DOWN, I SAW MY TAN HAD ALSO RUN DOWN MY DRESS, LEGS AND ONTO MY SHOES.



MY PRESENTATION WAS PRETTY BAD. WHO WOULD WANT TO WORK WITH A BROWN CLOWN LIKE LAURA? I LEARNED THAT I NEEDED TO LOVE THE REAL ME AND BE HAPPY WITH THE COLOR OF THE COVERING I'D BEEN GIVEN.



POSTMORTEM:

"Laura also learned that an investment in yourself should be a quality purchase. If she'd bought a better brand of suntan cream, she could be confident, happier and darker. If you begin to see personal purchases as investments (just as your customers should see their purchases from you!), you'll change how you buy. What you wear and drive are considered reflections of you.

Choose quality over cheap, you'll never regret it." Dan

