



The Hot Dog Story

Note from Jan: The economy had taken an unfavorable turn and so had our close rate. Objections were getting tougher - in particular and understandably - the ones about budget. A group of us were commiserating in the sales room. We were worried and wondered how we might bide our time until things loosened up. A vacation perhaps?

Our sales manager must have been able to hear us from wherever he was, because he swooped into the room as he tended to do and said, "Have you guys heard the hot dog story?" We shook our heads and rolled our eyes, preparing ourselves for another dose of "management propaganda".

During the next sixteen years, I heard other managers - Kay, Bob, Jim - pose the same question, "Have you guys heard the hot dog story?" On a number of occasions, I even heard it come out of my own mouth - even after I left the world of advertising (14 years ago). Even as recently as last week!

It occurred to me today that it would be a good time to ask you....

Have you heard the hot dog story?

Whether you have or not, I hope you will take the opportunity to read it now. And I hope it brings you a shift or an aha that energizes, encourages and inspires you.

Sending you best wishes for success,

The Man Who Sold Hot Dogs

Author Unknown, Shared by Jan Bolick, Business Class Inc

There was a man who lived by the side of the road and sold hot dogs.

He was hard of hearing, so he had no radio. He had trouble with his eyes, so he had no newspapers. But he sold good hot dogs.

He advertised extensively telling people how good they were. He stood on the side of the road and cried: "Buy a hot dog, Mister?" And people bought.

He increased meat and bun orders. He bought a bigger stove to take care of his trade. He finally got his son home from college to help him out.



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But then something happened.

His son said, "Father, haven't you been reading the newspapers? There is a big depression. The European situation is terrible. The domestic situation is worse."

Whereupon the father thought, "Well my son's been to college, he reads the papers and he listens to the radio, and he ought to know."

So the father cut down on his meat and bun orders, reduced his advertising and no longer bothered to stand out on the highway to sell his hot dogs.

His hot dog sales fell almost overnight.

"You are right, son," the father said to the boy.

"We certainly are in the midst of a great depression."

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Jan is President of Business Class Inc.

She has thirty years of sales and management experience and loves sharing her expertise with business owners and managers so that they can get through tough situations and then make and celebrate the achievement of big goals.

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