

Responding to the Recession

Once upon a time, there was a hot dog seller. He used the best meat, the best bread rolls, the freshest onions, the best mustard and the very best tomato sauce. He washed the outside of his stand and cleaned the inside every day. He washed and shaved and wore clean clothes every day. He smiled and chatted with every customer and had a freshly painted advertising sandwich board on the pavement! His hot dogs were the best around. Not the cheapest, but people liked his hot dogs and they liked him. People even made detours to buy his hot dogs.



He earned well, saved hard and sent his son to business college!

When his son qualified he came home and told his father about the Credit Crunch and how that breathless chap on the TV had said how bad it was and how it was sure to get worse.

He thought his son must know a lot about business as he had been to college so he listened. After all, he had never been to college. But when he listened to his son, he got anxious and depressed.

Things were obviously bad. A Credit Crunch and a Recession!

He decided to buy cheaper hot dogs and sometimes even used the bread rolls from the day before. A hot dog is a hot dog, right?

He became stingy with tomatoes and onions. Sometime he ran out of serviettes. He lost energy and sometimes didn't bother to put out the advertising board. And his son was right. Times WERE bad.

The man became more worried. So worried, he forgot to smile every time he greeted a customer. And sales went down, down, and down!

It is easy to be distracted. But **especially** in the tough times we need to make sure we have the very best hot dogs, bread rolls, tomatoes, mustard and tomato sauce. We need to take the time to smile and to be friendly. And we must give the very, very best service.

So clients and customers still make detours to come to us.