

# Stand tall and go for it all!

## Get out of the “box”!

Difficult times have always been part of our American way of life. These difficult times come and go, and this one will too. It's up to you to decide if the tough times break you, or build you. It's not easy or simple—but it is a choice—and it's up to you to make it!

**The first step is to get out of the box—the box of “recession” thinking!** Once you're “out of the box” you can **stand tall**—and you'll see things very differently! You'll see your two distinct choices much more clearly...

- Go forward ... or retreat!
- See opportunity ... or see fear!
- Look for creative solutions ... or just hunker down and give up!

The next step is to take ACTION! Here are some ideas on how to “**stand tall and go for it all**”

- Get back in touch with your customers
- Be even more creative
- Accept even more personal responsibility for your attitude, life and actions
- Make no excuses
- MAKE it a good day—everyday
- Keep a Can of SUCCESS on your desk and use the 30-day Goal Cards (Both available on our web site.)
- Laugh a lot more and don't take yourself too seriously. Laugh at those situations you're not able to change, that in the past just got you upset
- Decide you're not going to **participate** in the recession—life is a choice!
- Write more thank you notes!



Joel H. Weldon &  
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Remember that to achieve something great, it takes more than one individual—whether it's someone who simply believes in you, or someone who supports what you do by adding their own talents and ideas to yours. It could be your business partner, your spouse, your manager, your best friend—whoever it is that makes up your support team—the one who's always right there, ready to help you execute your plan!

Teamwork is so important! Be sure to let that person know how much you appreciate them, because whatever you do—you probably don't do it alone!

William James, one of the greatest American philosophers, wrote ...“*The deepest principle in all human nature is the craving to be appreciated.*”

Think of how you feel when someone writes YOU a thank you note! *Get out of the box and write a thank you note today!*

You can MAKE it a great day, every day —  
**and you'll SHINE in 2009!**

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## The Unlimited Unlimited Unlimited Unl Times

“Dedicated to helping you tap your unlimited potential.”

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# Six giants that got out of the box

## Recessions create resourcefulness!

Six giant U.S. companies all began during difficult times in our nation's history when most people huddled "in the box." You know these six companies. As of last year their combined revenues have equaled over 650 billion dollars!

Did they suffer setbacks, challenges, reversals and crises? Of course they did, just like the rest of us do. Yet they kept their clear vision, seeing the opportunities in spite of the difficulties.

Here's a quick review of these six giants and their humble beginnings. As you think of them—think of yourself—your dreams, your hopes and your ideals.

1. **The Panic of 1837.** William made candles and his brother-in-law, James, made soap. The greatest economic downturn in the history of the U.S. up to that time was in full force. Banks closed, inflation soared. Yet William Procter and James Gamble decided to join forces and start a small household goods business. They said, "Yes, we can"—and they did. Procter & Gamble is now a titan. Over \$83 billion was spent on their products last year—and some of it came from you. Did you use any Tide? Pampers? Oral-B? Iams? Duracell? Or munch on any Pringles?
2. **The Long Depression of 1873-1896.** It was a terrible economic time, yet in those 23 years, three start-ups began and in 1911 they all merged to form IBM. If it doesn't kill you, it makes you stronger. It was true for IBM and it's true for you too.
3. **The Panic of 1873.** Another wonderful time in American history when crisis ran wild and people suffered. Yet some didn't. They leaped out of the box of fear, discouragement and panic. Thomas Edison did it in 1876 when he started his little company—which did \$183 billion last year as General Electric.
4. **The Panic of 1907** was next. That was 102 years ago. William Durant threw his horse-drawn carriage company out the window and founded General Motors! Sure, GM is in trouble these days, begging for more bailout bucks. Yet 100 years after William Durant started up GM, they took in \$181 billion.
5. **The Great Depression** Now you know about that one, that's a given. Did you know it was exactly when aviation giant United Technologies started? That company has survived and thrived to become one of our leading aerospace giants today.
6. **The Oil Crisis of 1973** was a great time to start a company whose delivery system was based on burning up huge amounts of gasoline. Now that's got to be stupid! Starting a company that's based on using fuel produced from oil, when we had to ration gasoline. You couldn't buy gas unless it was the "right day." Yes, if your license plate ended with an odd number you could buy gas—if you could find it on the odd days of the month.. Even numbers bought on even days of the month. In Memphis Frederick Smith said, "Great, let's start a company that will get packages delivered overnight. We'll fly them on our planes, then drive them by truck to the customer's door. How stupid can you be, Frederick? Didn't you see the box? Guess not, because Fed Ex is still here and picked up a cool \$38 billion last year in spite of the "recession"!

Don't you just love the names economic historians have given our nation's difficult times? How do you think they will refer to our current situation? Let's see, they say it began in December 2007—how about, "The Debacle of December '07?" Or, "Oh My Heaven, It Was '07" Or, "The Bubble Burst Beginning Bleakness" Now it's your turn. What would you call it? How about "The Year I Decided To...!"

**When is the "right time" to ACT?**

**Usually NEVER! So don't wait! Decide to do something positive NOW!**

# Ten miles from a herd of bison

## Going that “extra mile” pays off

Stretching from the Missouri River in South Dakota are miles and miles of rough-hewn and arid land. Only the signs and billboards along Interstate 90 break the monotony. The signs lead to a drug store and soda fountain three-quarters of a block long—an oasis in the prairie.

The Wall Drug Store in Wall, South Dakota (population 800), is a three-generation family business. Its standing offer of free ice water (all you can drink) attracts as many as 20,000 customers on a busy summer day.

The whole enterprise was started during the Great Depression by Ted Hustead, a 28-year-old pharmacist from Nebraska. He and his wife had all of \$3,000 and a four-year-old child when they moved to the tiny town of Wall, South Dakota. And they also had the makings of born capitalists.

Their business was failing, even though cars were going by to see the new faces that had just been carved into Mount Rushmore. Dorothy Hustead was sure there had to be a way to get some of those passing cars to stop at their store. Suddenly one day an idea crossed her mind. It's hot and dusty outside. What would people love to have? Free ice water! Dorothy quickly penned the sign: “FREE ICE WATER—WALL DRUG” to attract thirsty motorists. They hardly got back to the store from putting the sign up before people started flocking in.

Before long, billboards appeared all along the highways—53 billboards along a 45-mile stretch.

Even G.I.'s tacked up Wall Drug signs as they made their way through Europe in World War II. The same thing happened in Korea and Vietnam.

The store is covered with photographs of tourists, soldiers and scientists displaying Wall Drug signs everywhere—from Antarctica to Amsterdam, from Paris and London to the Taj Mahal.

Wall Drug now has a restaurant with seating for 550. Breakfast starts at 6:00 a.m.



Ted's son Bill brims with pride over his family's successful enterprise. “What is more beautiful than a business?” he asks.

Over the years the Wall Drug signs have attracted even the most hurried passersby. “I just had to stop,” said a young man on his way to a motorcycle rally in the Black Hills. “This is all I've been reading for the past 200 miles!”

A Wisconsin woman on her way to Wyoming said, “This blows me away. Who'd think there would be something like this—ten miles from a herd of bison?”

### Here's what you can do:

1. Find a need and fill it.
2. Think in terms of service to others, like the Hustead's did.
3. Remember that rewards equal service, so look for opportunities to be of service wherever you are—even if it's ten miles from a herd of bison!

A wise man once said:

**“The trouble with opportunity is that it almost always comes disguised as hard work.”**

# Keep your sales open

**Lasting, abundant rewards come when you “sell ’em and love ’em”**

Don't close any more sales! Instead, *open them up*. The results will be more satisfied customers, more repeat sales, and even more referrals.

As soon as a new customer is ready to invest, most salespeople think the sale is “closed,” and they're off chasing the next prospect. That's the near-sighted approach. It's one way to make a fast buck, but it rarely brings lasting, abundant rewards.

How anxious are YOU to return to the last salesperson whose attitude was “sell ’em and leave ’em”? Not very.

So, in your work as a salesperson, don't sell ’em and leave ’em. Instead, sell ’em and love ’em! Open up the sale by following through with everything you promised, plus a bit extra. Do the little things that will make you unique as well as memorable.

And stay in touch!

Just staying in touch with your customers and making yourself available to answer questions or solve problems will set you apart from most salespeople.

You can keep in touch with your customers, and thereby keep your sales open, by visiting them in person. (Just be sure not to sell under the pretense of a service call.)

But if you can't be there in person, call your customers on the phone. You can also keep in touch by sending a brief note or sharing an idea—perhaps one found in *The Unlimited Times*.

An open sale is one that's still alive. Because you're doing everything you promised, plus a bit extra, your customers will feel they got more than a fair deal, and they'll want to do business with you again.

Because you're doing little things that make you unique and memorable, you'll become known as THE salesperson to deal with when it comes to your product or service.

And because you're keeping in touch, your customer will remember you and mention your name to others who might want your help.

In return for what little effort it takes to “keep your sales open,” you'll earn lasting, abundant rewards that would boggle the minds of average salespeople — that is, if they ever stopped chasing new prospects long enough to think about it!

**Here's what you can do:** *Keep your sales open by being methodical. Make a list of your clients and read it once or twice a week. While you read the list, ask yourself questions about each client.*

1. *Did you do everything you promised them you'd do?*
2. *Should you be checking on any new developments?*
3. *Are you processing any orders for them?*
4. *What new information would they be interested in?*
5. *Has anything happened within your company that might affect them?*
6. *Do you expect any changes in the future that might affect them?*
7. *When was the last time you talked with them?*
8. *Could they have any doubt about your interest in their account, or in them as persons?*
9. *If so, how can you remedy that?*
10. *What unexpected thing can you do for them that they would appreciate?*



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