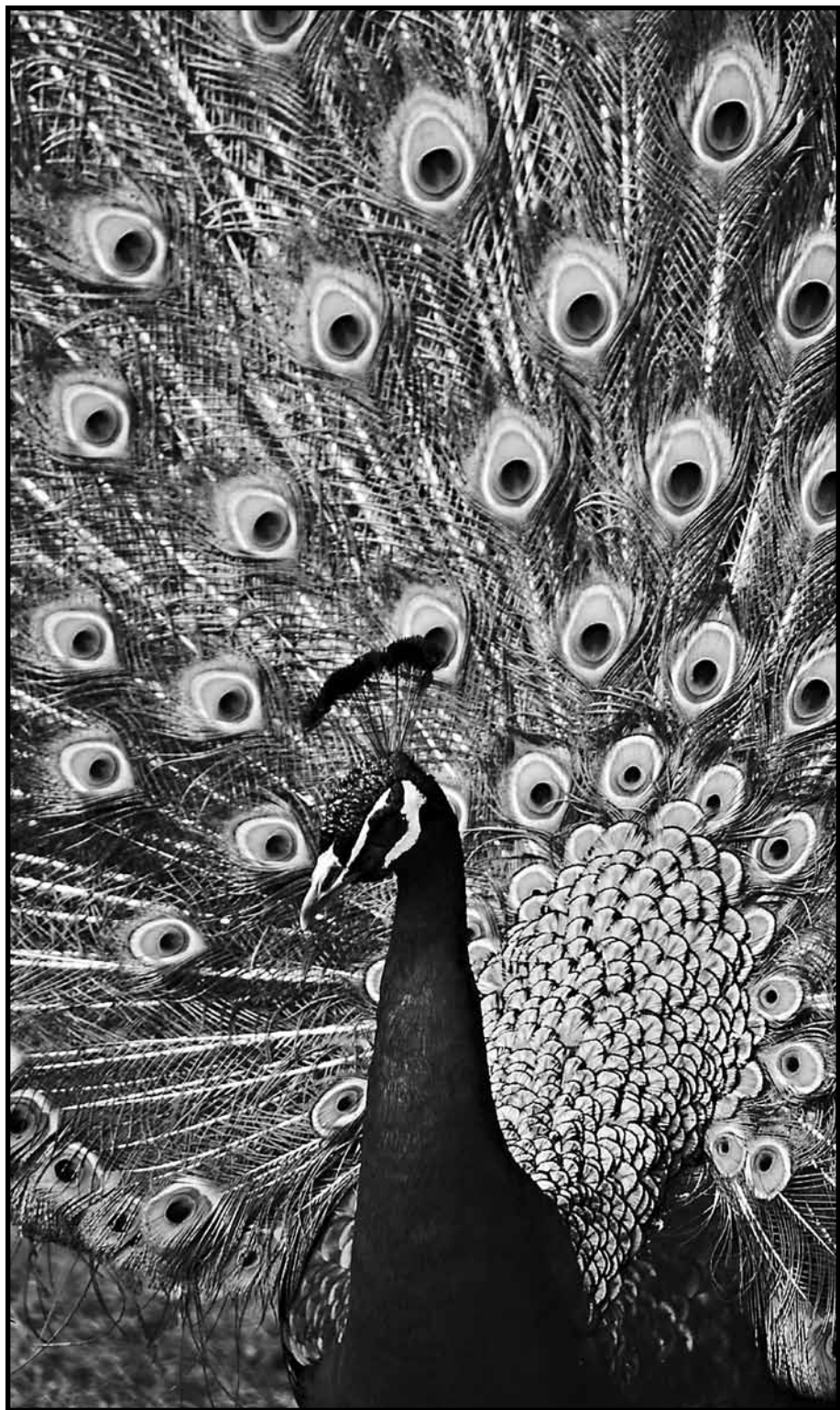


CHAPTER 9

Personal Selling





Nature

To gain favorable attention and to win over females, male peacocks fan out their beautiful train of iridescent feathers in a magnificent display of courtship unmatched by any other species.

Business Lesson

The best sales people I've known possess just the right amount of "peacock" in their personality. To be more specific, successful sales people are extraverts, they're very competitive and they have an uncanny ability of knowing exactly when they should, and when they should not "strut their stuff". My favorite business saying is: "Nothing happens until someone sells something". New business development and selling more products and services to existing customers is critical to the success of all companies. So be sure you have at least a few peacocks on your sales team!