

Sales Calls

I made advertising sales calls all across America. Besides the ones I've mentioned here, others included Minneapolis, Dallas, Denver and Atlanta. They all were smaller potential yet had to be covered. Attached is a call sheet from a trip (PDF unavailable) to both Los Angeles and San Francisco, both markets where we got some good business.

In the 80's we used pre-printed call sheets that had this quote from Walter LeMar Talbot:

*"...after all, this business of selling narrows down to one thing, just one thing: seeing the people. Show me any man of ordinary ability who will go out and earnestly tell his story to 4 or 5 people everyday, and I will show you a man who **just can't help** making good."*

A little old-fashioned and sexist, perhaps. But nonetheless as true today as then

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