



Hi-Ho the Dairy-O



The Farmer In The Sell



Analogy

As a rule, when you think of farmers, you think of dedicated, hard working individuals, most certainly not pushy or self-centered in their endeavors. They don't think like that because of the nature of business they are in. They have to have fertile ground to plant their quality seed and then pray for good weather to make that quality seed grow. It is all in the hands of Mother Nature and God to determine their results.

As for us as representatives outside of the farming industry, we have the opportunity to be able to control and plan our own results, without having to worry about Mother Nature. We simply use what God gave us, our brain with common sense and the ability to think the right way. You can't grow a healthy, prosperous crop without planting quality seeds on fertile ground and tending to that crop, It is all stated in the Analogy of,

The Farmer In The Sell:

The Farmer

#1 If one wants to plant a healthy crop, one has to prospect and farm on fertile ground

#2 If one wants a larger crop, one has to plant additional seeds.

#3 If one wants to harvest a quality crop one has to plant quality seeds.

#4 If one wants to make sure one harvest that quality crop ever year, you must tend too that crop, as much as necessary.

In the Sell

for people with an open mind that can be educated by listening and paying attention to what one says, then one can realize success.

Think big not small and promote the whole program.

Quality products and not just price will do this.

One has to nurture with follow-up, as much as necessary.

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