

Just wanted to pass on the unexpected and amazing reaction we received to following one of your sale suggestions. We are a small business and have little money, staff or energy to wine and dine our accounts like some of our "Big Boy Competitors. Last week I dropped off a dozen donuts to three different prospective accounts, and today we have three new accounts.

The reactions were hysterical actually. At the car dealership, for instance, my donuts and I were stamped at the door. I was called foolish and teased and given fun death threats. Because I said the donuts were for "Arch" as I entered, everyone claimed to be Arch - even women. I think Arch felt very special as he shared them in the office. HE complemented me that I sure knew how to "handle people" obviously. That day he ordered 500 fridge magnets and 1000 referral certificates to be designed by our company. Better yet, another salesman approached me for a quote on business cards, and another about how much an ad is in the Weekly News we publish. This is a company we have not yet been able to see.

Then I went to a large Casino which won't return my calls. They sell souvenir logo cash merchandise like hats and tee shirts etc. The right person would not see me but the donuts were left with my card and this message... "I was hoping to meet you finally. I hear a donut dunked in beer is VERY medicinal."

She emailed me back a worksheet of items they sell complete with prices they pay. She ended her note with, "Thanks for the help and especially the donuts. You are a hit in our office already!"

The last one I picked this week was the name directory signs for the Dream Centre. I remembered "Don't work hard - work smart, and this is another large but allusive account. They were SURE "God" had dropped off the donuts - but since it was I then they thought they would have to deal with me.

I wouldn't have believed it but you were dead on .... food speaks volumes. I highly recommend it much to my surprise. I highly recommend it - much to my surprise offices do not laugh at a \$5.00 box of donuts. Our next step is to obtain glowing references from our large main accounts. That should "finish my arsenal kit" (As you referred to it.)

Thanks from Jeanette and Donna  
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