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Bob,

My name is Kelly Fox and we met at the WBMA Young Westerners Conference in Bellevue, WA this last February. I have been traveling more and more lately and have found myself reading and rereading your books, so much so that I have read "You're Not Lost Until Your Out of Gas" about a dozen times. Within those pages I have run across some pearls and other tidbits I would like to share with my sales staff and yard service personnel, with your permission of course.

In the sales tip book one or two really touched me for one reason or another and I would like to share that story with you. The tip really is parts of multiple tips put together to provide me with the best benefit. The best customer a sales person can have is the one they already have and listening to those customers instead of "selling" those customers has made all the difference for me in my business. This customer in particular has been doing a lot of work on Government Contracts of which you need to have special access to get the information to bid the jobs. One day I asked this customer about those jobs in an effort to try and sell him the materials for those jobs and, by listening to him, I found out that the materials are bid and delivered just like the labor to complete the jobs. So I set out to find out how to get the access and two months later I have kind of figured it out. We are now selling Government Contracts for local, state, and national procurements, all because I listened to what has turned out to be one of my best customers. It may not seem like a lot and with the numbers behind the story it has made all the difference.

My store had sales that hovered around the five million dollar mark annually and with this new found business we are on a pace to show 200% growth this year. Who really knows where this will all end up and one thing is for certain, this would not have happened with out the advice I found in your books.

Thanks,

Kelly Fox  
Dunn Lumber