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**TIP
10-02**

Recession? Depression? ... OR Time for Opportunity?

The Man Who Sold Hot Dogs

There was a man who lived by the side of the road and sold hot dogs out of a small stand his son set up for him. He was hard of hearing, so he had no radio. He had trouble with his eyes, so he read no newspapers and watched no TV. But he sold hot dogs. He put up signs on the side of the road telling people how good the hot dogs were. He stood by the side of the road and cried, "Buy a hot dog mister!" And people stopped and bought hot dogs.

Along the pass of time, he increased his meat and buns orders. Later, he put in storage his small stand and bought a bigger stand to take care of his trade. Months later, as his business was growing and the demand for his hot dogs increasing, he sold the stand and bought a large custom designed mobile kitchen truck to manage the growth of his hot dog business and even had to hire two helpers in order to manage while the demand for his hot dogs was rapidly growing.

But then something happened.

His son came to him and said, "Father, haven't you been listening to the radio? Haven't you been reading the newspapers and watch TV? There is a big depression happening. The European situation is terrible. The domestic situation is worse. You have slow down and downsize your business."

Whereupon the father thought, "Well, my son has been to college and is well educated. He reads the papers and he listens to the radio. He ought to know."

So, the father sold his custom designed mobile kitchen truck and took out from storage his small stand, he laid-off his helpers, cut down his meat and his buns orders, took down his advertising signs and no longer bothered to stand out by the side of the road selling hot dogs. His hot dogs sales fell almost overnight!

"You are certainly right, son," the old man said to his boy. "We are certainly on the middle of a great depression."

Typically when times get tough, we listen to the negative thinkers we employ, cut back our products, stop promoting ourselves and stop working. Guess what? Just like a self-fulfilling prophesy, things become as we made ourselves believe they are. We have reinforced the negative beliefs until become fact! Solution: carefully filter all negative information coming your way and stay the course of your business plan.

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