

**PARTNERS WOULD LIKE TO SHARE A STORY WITH YOU.**

## **THE MAN WHO SOLD HOT DOGS**

There was a man who lived by the side of the road and sold hot dogs.

He was hard of hearing so he had no radio.

He had trouble with his eyes, so he read no newspapers.

But he sold good hot dogs.

He put up signs on the highway telling how good they were.

He stood on the side of the road and cried: "Buy a hot dog, Mister?"

And people bought.

He increased his meat and bun orders.

He bought a bigger stove to take care of his trade.

He finally got his son home from college to help him out.

But then something happened.

His son said, "Father, haven't you been listening to the radio?"

Haven't you been reading the newspapers?"

There's a big depression.

The European situation is terrible.

The domestic situation is worse."

Whereupon his father thought, "Well, my son's been to college, he reads the papers and he listens to the radio, and he ought to know."

So the father cut down on his meat and bun orders, took down his advertising signs, and no longer bothered to stand out on the highway to sell his hot dogs.

And his hot dog sales fell almost overnight.

"You're right, son," the father said to the boy.

"We certainly are in the middle of a great depression."

Author Unknown

Although you are not selling hot dogs, the principle is the same. Being cautious is good, but being TOO cautious can be a mistake. If you or your clients PLAN for a down year, you most certainly will have one!

**One thing is for sure – media sales will never go away...will YOU go away from not selling media?**

This is our expertise, and it's time to look at Partners Publishers' Representatives in a new way. Seek an organization that can help you increase your revenues through increased media sales. Sales, which are accomplished by a team that understands how to work in this environment. Partner with us, and we can accomplish this goal, ...as partners.

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