

Feb 2023  
SPECIAL  
EDITION

The Official News Source of Ideal Jacobs Corp.

# THE IDEAL ALMANAC

## I Am Sometimes Foolish But Not "A Fool"

*Hello and Welcome to the February "Special Edition" of the Ideal Almanac.*

We have about 275 employees in four, soon to be five, manufacturing plants around the world, not to mention one distribution center and multiple sales offices. One of my jobs is to create and coordinate our global sales efforts. A huge advantage that we have is that I have been around long enough where many of the people I started with are now in positions of authority which helps when we want to break into new companies or expand our business within their global footprints.

You might think that all of us would be totally united toward the common good of building our company to become the biggest in the world. While that happily is the case for the majority of our efforts, it is not always an easy road for vital information from a specific area to get to me before I launch a sales attack.

There are two philosophies of selling. One is to gather all the pertinent data and when everything is collected and analyzed then launch a coordinated well planned out offensive. The other is to try and be first everywhere, which when successful, puts us in a great position to increase market share and keep out the competition.

I am, and always have been a believer in attacking first which means I, we, often don't have all the pertinent information which means the we, meaning me can look foolish. It just happened with a customer in Malaysia. I did not read the incoming information correctly and tried to get a buyer to let us come see them when I am there next month. It turned out he had just been to our new plant there and I did not look great not

knowing that. Sometimes I get all the information I need, sometimes I get some, and sometimes the data is even wrong.

Some people like to see the boss look foolish, not be able to close a deal or not do my best simply because I am the boss. I am happy to say this is infrequent but it does happen. However, it does not matter. If you have never met me, trust me that I have an ego the size of a house. Occasionally looking foolish is part of my job and means I am attacking potential customers the way I know has worked for the last 45 years.

Business globally is going down and we are expanding our plant in Malaysia and building a new plant in Mexico. Our competitors are going to be in trouble and we, our salespeople, and myself are attacking on all fronts to take their business and make it our own. For these very rare occurrences when someone gives me false or slightly untrue information, I almost always find out. However, since I also have a very long memory, I will wait for a good time to return the favor. In the meantime it does not matter, the potential for business right now with the economy going down is way past the worry about bruising my ego.

We are coming for you.

Regards,  
Andrew



515 Valley Street,  
Maplewood, NJ 07040

(973) 275-5100

info@idealjacobs.com

www.idealjacobs.com

CONNECT WITH US!



Read more of Andrew's blogs at:  
<https://www.linkedin.com/in/andrewcjacobs>

IDEAL  
JACOBS  
CORP.