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# THE IDEAL ALMANAC

## Go Get 'Em!

*Hello and Welcome to the March edition of the Ideal Almanac.*

My father gave me an incredible gift 45 years ago. As I had found out only a few years ago, my Mom had forced him to hire me after I had failed at becoming a broadcaster. He did not want employees and he did not want to train me so, from what I can figure out, he decided to send me out on the road "cold calling". I think he figured the road would destroy me and he could tell my Mom he had tried. Door to door selling is on the one hand, incredibly difficult, the rejection level is about 95% and that is if you are really good at it. On the other hand, if you can do it, the process becomes incredibly empowering because it makes you feel almost invincible because you are. Being able to make something from almost nothing like a 5% success rate means that you can function in almost any situation anywhere in life. That meant that when my Dad forced me on my trial-by-fire, he was actually giving me the tools to build the global business we have now.

Business is down for a lot of us. That means that there are less sales for the same amount of players which means that companies are going to go bankrupt, merge or simply reduce. However the other side of that equation is that some companies will also grow and take over more of the market place. Historically that has happened to us and even though things are slower, we are still building new plants in Malaysia and Mexico. Am I worried? Let's say I am concerned but we also have the advantage of history and experience behind us. Being able to go door to door gave me the confidence, along with our incredible teams, that if there is business to be had then we will fight for it and keep battling as needed.

It is actually very simple. When times get tough go back to basics. Again like my father taught me go

"belly to belly" which means get our teams out into the field and see people in person which has been made much more difficult by Covid and more harsher travel conditions. However, the tougher and more expensive it is, the less people that will be out on the road which means the playing field is actually getting smaller with less competitors.

I am not the greatest salesman, boss, inventor or any other category you can think of especially my singing and dancing, but I am good enough, with enough experience to see the marketplace as it is and I am not afraid to go onto the road and attack the world especially with our teams. I feel that way because of the experience I got from my father. Trial-by-fire is never supposed to be easy and is never over, but if you actually like the adventure then it becomes more of a quest than a burden, a chance to prove ourselves against our competition, each other and the knowledge that if we use our assets, energy, brains and especially our experience wisely, then we will have the continuing chance to take on our world. I leave for Asia in about 3 weeks then it is off to Texas and Mexico in April and probably Europe in June. Be seeing you.

Regards,  
Andrew



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