

Don't Turn Lemonade Into Lemons

A businessman driving home on a hot day spotted a little boy with a lemonade stand. Tired and thirsty, he decided to stop. As he walked up to the stand, he noticed a sign that said, "All you can drink for 55 cents."



Although it was an awfully small glass, the businessman decided to get some lemonade anyway, since it was only 55 cents for all you can drink.

He gave the boy two quarters and a nickel, and shot down the whole glass in one swallow. Slapping the small glass back onto the table, he says, "Fill 'er up!"

Without blinking, the kid replies, "Sure thing, that'll be 55 cents."

Surprised, the irritated businessman sputters, "But your sign says all you can drink for 55 cents."

"It is," the innocent little boy replies without hesitation, "That is all you can drink for 55 cents."

The moral of this story rises above a simple matter of caveat emptor (let the buyer beware). It also demonstrates how important it is to put yourself in your customer's shoes when trying to explain to them who you are and what you can do to fulfill their needs.

By seeing your business with an objective eye you'll not only clarify your pitch, you'll also win credibility and trust from customers seeking honesty and integrity from their suppliers.

You just might end up selling them all the lemonade they can drink.

