

# No bells, no whistles, no bull – how to sell

She was late twenties, wearing jeans and a rough shirt and with no makeup on a plain face. There was no winsome smile. She had a big potato in one hand. She held it up. "I am selling potatoes", she said. "My father grew these potatoes. They are good potatoes." Of course I bought. With a pitch like that, who could refuse to buy potatoes from that woman?

They turned out to be good potatoes, but she knew more than how to grow them. She knows how to sell things, a talent which is lost to some of the larger organizations of our world who are watching their customers growing ever cooler to their appeals and slowly drifting away, either to buy elsewhere or to stop buying some things altogether.

Not the potato lady. She will always find customers. There was none of that time-wasting chatter that they apparently teach in the door-to-door sales schools. Hello sir, how are you today? Would you like a free two week holiday in Hawaii? No obligation?

The lady with the potato had no intention of giving anything away. She had a product which she deemed worth selling and she wanted money for it. Too many salesmen of the chattering classes seem ashamed of the money part and will say almost anything to avoid revealing that they want the householder to buy something.

To many sellers the plan seems to be that you should side up to the idea that you are selling something. Never call it quality product. Find a side entrance which leads into the customers subconscious. Sell the sizzle, not the steak, they say. Who eats sizzle?

The hamburger stand advertises that their beef is Government Inspected. So what? It's illegal to sell any other kind of beef. The

she had no yearning for the mystic satisfaction of cajoling a reluctant customer who was forthright. I've got good stuff. Want it? Yes or no?

Bless her. She ranks with the operator of the Anahim Lake General Store whom I once directed the question "How much are these batwing chaps worth, d'Arcy?" he answered, "I have no idea what they are worth but if you want to buy them the price is

two hundred and ten."

So the potato lady, who was square and solid like her speech, brought a 50 pound sack of Field Run spuds to the door, swinging it easily in one hand. She left without saying "Have a nice day," an insecurity borrowed from the Americans we could do without.

They have proven to be good, mealy potatoes which keep well, but I knew that when I bought them.

The only other salesman to

rise to the level of the Potato Lady in weeks was Prime Minister Jean Chretien. That may seem an odd thing to say about a prime minister who has inflicted such wild-eyed creatures as Justice Minister Alan Rock and Shrieking Sheila Copps on the Canadian public. But credit where credit's due. Jean Chretien hit one true note to which any Canadian can respond when he said of his government No bells. No whistles. No bull.

The big discount places keep shouting No Money Down, Sacrifice Sale, The Manager Says Everything Must Go, Our Owner Has Gone Crazy and We Under-sell Everybody. Their advertising boys don't seem to know it yet, but the public is tuning them out.

We want salesmen like potato lady, built close to the ground, level eyed, plain spoken, saying "My potatoes are good potatoes."



**STRAIGHT WRY**

Paul St. Pierre

burger place could just as well advertise that their fries are guaranteed not to explode and injure bystanders or thin the ozone layer.

The potato lady rejected all the chatter they teach in Harvard Business School. She had a clear, crisp way of saying that the product she sold was good.

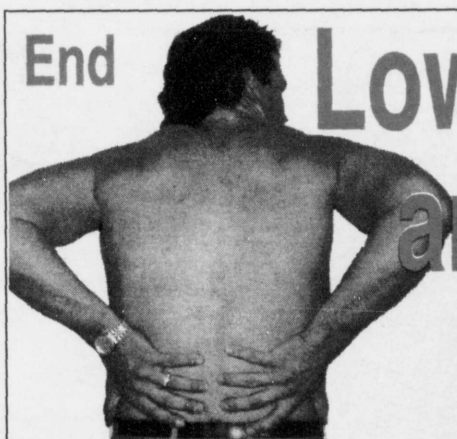
My father grew these potatoes.

She knew her dad grew potatoes and she wanted the world to know it.

What need more to say?

All right, all right. It can be said that her words also were meaningless. Every potato in the world is grown by somebody's father, son, niece or aunt and so what? Because the lady spoke with pride, that's so what. She didn't need to say one word more than "my father grew these potatoes."

The potato lady had a sense of proportion. She wasn't on our doorstep because she was engaged in competition with a thousand other potato salesmen. She was not there to win a trip to Disneyland. She was there to strike a deal and if I didn't like it she would be bang! off to the house next door in an instant because time is money and she knew



## End Low Back Pain and Sciatica!

**New Non-Surgical Treatment For Herniated Discs (slipped, bulging, prolapsed), Degenerative Disc Disease, and Sciatica**

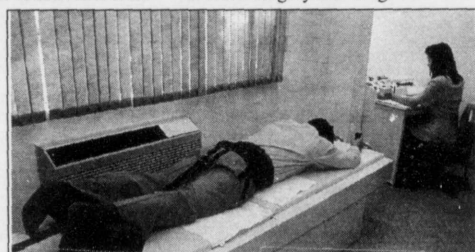
Vertebral Axial Decompression Therapy, or VAX-D is a unique, non-surgical therapy developed for the treatment of chronic low back pain. It relieves the pain caused by herniated discs, degenerative disc disease, posterior facet syndrome and sciatica together with associated neuro-compression disabilities of the lumbar spine.

The VAX-D Table is the only therapeutic device established through clinical research at major hospitals in Canada and the U.S.A. to achieve non-surgical decompression of the lumbar spine. The computer controlled table is capable of reducing intradiscal pressures in the lumbar spine to minus 150mm/HG, creating a diffusion gradient in excess of 200mm/HG. This "vacuum" effect

cause of back pain, not just relieve the symptoms. Recent clinical studies have shown that 8 out of 10 low back pain sufferers found relief from

V A X - D Therapy. Remarkably, former back surgery patients who have relapsed may also find relief from their pain through VAX-D Therapy. In many cases, VAX-D can move scar tissue sufficiently to free impinged nerves, reducing or eliminating the associated pain.

Thousands of successful VAX-D patients in the U.S. and Canada have eliminated their back pain and avoided surgery and drugs.



Resembling a traction table, the VAX-D Table is revolutionary in comparison, as the only device proven to be capable of decompressing the lumbar spine and creating negative intradiscal pressures.

### VAX-D is designed to correct the underlying problems causing low back pain, not just the symptoms

allows the herniated material to retract or be sucked back into its normal position, relieving pressure on nerve roots. The negative pressure also allows movement of natural nutrients and analgesics to the discs, thereby promoting rehydration and repair of the disc wall. Studies have shown that in most cases, degenerative discs show restored height and rehydration following VAX-D Therapy. VAX-D Therapy is designed to correct the

The treatments are administered by a Registered Physiotherapist for a duration of approximately 45 minutes each. Most patients respond to

### 8 out of 10 VAX-D patients will find relief and be able to resume normal levels of activity at work or recreation

the therapy in 10 to 15 treatments, and are able to resume normal activities at work and recreation after 15 to 20 treatments. Sounds too good to be true?

NHL superstar Mario Lemieux, Toronto Blue Jays' manager Cito Gaston and NHL referee Don Koharski have also benefitted from VAX-D Therapy. VAX-D Therapy has proven to be quite safe and without side effects or complications once abnormal conditions have been ruled out. People who have conditions that compromise the integrity of their spinal col-

umn, such as gross osteoporosis, fractures, tumors, or congenital pars defects are not eligible candidates for this treatment.

**For more information or a free consultation, call:**

Internet: <http://www.vax-d.com>

<b>Community Back Centres</b>	<b>#105 - 1811 Victoria Street, Prince George</b>	<b>250-562-0777</b>
<b>Delta Orthopaedic Physiotherapy Clinic</b>	<b>#302 - 11950 80 Ave., Delta</b>	<b>604-596-8291</b>
<b>Edmonton Sport Institute</b>	<b>11828 - 111 Avenue, Edmonton</b>	<b>403-451-1234</b>

## CHRISTMAS CRAFT SALE

Porcelain & Vinyl Collector Dolls  
Artist Teddy Bears  
Hand-dipped Chocolates  
Home-made Soap & Gift Baskets  
2999 Charella Drive  
Saturday, Dec. 6 & Sunday, Dec. 7  
10am-4pm 964-2454