



## **The Rewards of Salesmanship**

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By Eleanor Rodgerson, MD

MY CAMERA WAS NOT FOCUSING PROPERLY and the repair expert said the cost of correction would be \$95 and the original price of the whole thing was \$100. The conclusion had to be a brand new, improved instrument.

The clerk at the photo shop was very helpful. He showed me several items in the necessary price range and the final decision slowly came down to three. Then I stood for some time, leaning on the counter, focusing, all cameras seemingly alike. Ignorance overwhelmed me. Finally, the clerk pointed at one and commented, "My mother chose this."

I bought it. I didn't know how old, or how "spry" his mother was, but I was offered the right message.

Another day I sauntered around the glass cases of a luxury jewelry store, admiring the sparkles on rings and bracelets and their designs. But a pretty necklace stopped me. I rarely wore jewelry, but I passed and returned to that display twice.

The salesman following me eventually spoke up. "You like that?"

"Yes," I said, "beautiful! But, not for me. It needs a young neck to do it justice."

He laughed a little and, as I moved away, raised his voice.

"It would be perfect for a granddaughter!"

I bought it.

He didn't know I had a graduating granddaughter, but he took a chance.

Then there was the Internet. Replacements and upkeep on the car were more than the car was worth. I ought to get a new one. How to choose? CONSUMER'S GUIDE presented its research and ideas for getting the most for the money.

I chose one possible and turned on the Internet. Before me was a dealer's price and the recommended percentage to be added for profit. The name of a dealer was specified, also the salesman, telephone number and address.

I followed through. It was easy and I bought the car. An irritating agent was avoided and it was not necessary to listen, uncomprehendingly, to his discourse on motors and performance. All in all, it was a satisfactory experience that produced good economical results.

I had to think more about salesmanship and how easy it was to be a subject and how satisfactory could be the result. I had been willing and my needs and desires were fulfilled.

I wondered where all those clever people were when it came to presenting medical care to the many thousands waiting and willing?

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