

# A Problem or an Opportunity?

Randy Males is a furniture salesman. In furniture stores, the salespeople alternate with their “ups,” which means they take turns serving customers as they come into the store or “come up.”

One day, a couple entered the business, and a fellow salesman, muttering under his breath, said, “I can’t sell to people like that!”

Randy asked what the problem was, and the salesman told him that the man could not see or hear and the wife could see and hear only a little. The salesman emphatically stated that he would not waste his time trying to sell them and he would not allow them to be counted as his “up.”

Randy asked if it would be OK if he talked with the couple. The response was, “Yes, if you want to waste your time.”

Randy approached the customers from the front because the woman could make out forms and things held directly in front of her. He spoke to them, and the woman signed to him that she was deaf.

Randy took a pad and in big letters wrote, “Be right back.” He returned with a large writing pad and conversed with the couple using the pad.

The couple left with a sizable purchase and huge smiles on their faces. The next day, Randy received a call from the translation service for the deaf, thanking him for his courtesy.

Randy was pleased, but quickly pointed out that he was no saint. He was a salesman willing to go the extra mile.

Since that time, several of the couple’s friends have come in and purchased furniture from Randy. Because he went the extra mile, Randy turned one salesman’s problem into his opportunity.

The message is clear. Be nice to people. Render service to those who need it most, and benefit yourself in the process.

The second-mile principle is reflected in the commitment of our companies. For Life Care, it is the “and then some” of our *Whatever It Takes* program. For Century Park, it is the *Going the Extra Mile* campaign.

And as Randy Males proved, the second mile is easy – there are no traffic jams!

*Whoever compels you to go one mile, go with him two (Matthew 5:41 NKJV).*

– Beecher Hunter

