

Finding the Right Art

Everyone looks at life with his or her own point of view, each bringing personal standards and unique ways of assessing a situation.

A. H. Livingstone is a man who sells etchings to hotel managers. He is always trying to get his potential customer to raise his sights in the matter of standards of art. His product costs more, but he feels it is one that makes the room look better than the sporting prints or flower pictures that are more typically found in hotel rooms.

When he tried to sell his product to a Los Angeles hotel, the manager was unimpressed, and reminded him that the typical pictures he bought were only half as much as Livingstone's prints.

Finally, Livingstone said, "Don't you care about the quality of art you give your guests? Don't you have any standards?"

The manager replied, "Standards, sure. I have one standard, and that's all I need. Any picture that goes into one of my bedrooms has to be too large to fit into any suitcase."

That certainly is a different – and, it seems, necessary – form of art critique.

But it provides an important lesson to us in Life Care, Century Park and Life Care at Home. Learning to understand our potential customers' needs and desires – their individual perspectives – is critical to our marketing and customer service successes.



– Beecher Hunter