

Is It Your Best?

An experienced consultant was presenting a proposal to the president of his client's company.

The president listened silently, then calmly asked: "Is that the best you can do?"

The consultant was shocked by the audacious question – and began to grow indignant. His mind flashed over his own stellar qualifications and the benefits of his plan as he searched for a retort.

Then he realized: Didn't every client have the right to the best?

He calmed himself and requested a meeting the next morning. Overnight, he thoroughly reviewed his proposal. At 8 a.m., he looked his client in the eye and said, "Yes, that's my best."

The client simply said, "That's all I wanted to know."

Consider asking yourself that same question on a regular basis.

If the answer is yes, you can feel good about your effort.

– Beecher Hunter