

## *Strawberries and Cream*

Years ago, I read a story about a young couple who had just moved into a new apartment and were besieged by salesmen for everything from laundry service to life insurance.

One busy day, a dairyman came to the door.

“No,” the wife said firmly. “My husband and I don’t drink milk.”

“I’ll be glad to deliver a quart every morning for cooking,” the dairyman replied.

“That’s more than I need,” she said, and she started to close the door.

“Well, ma’am,” he persisted, “how about some cream? Berries comin’ in now, and ...”

“No,” the housewife retorted curtly. “We never use cream.”

The dairyman walked away slowly, and the housewife congratulated herself on her sales resistance. The truth was that she had already ordered from a dairy, and this seemed to be the easiest way out.

The following morning, however, the same dairyman appeared at her door, a bowl of dewy strawberries held carefully in one hand and a half-pint bottle of cream in the other.

“Lady,” he said, as he poured the cream over the berries and handed them to her, “I got to thinkin’ – you sure have missed a lot!”

Needless to say, the couple changed dairies.

How important are little extras? Big decisions often are made from them.

What are some lessons for us? At least two are readily apparent:

1. Persistence in our sales efforts is generally the rule.
2. Affirmative decisions by families may not hinge on the size of our buildings or the array of services we offer, but upon cleanliness of the hallways, well-manicured lawns with flowers, smiles of the staff and helpful attitudes – that “and then some” commitment to making customers feel special.

Jesus advised: *One who is faithful in a very little is also faithful in much* (Luke 16:10 ESV).

– Beecher Hunter

