

The Furniture Salesman

They used to tell this story around the 20th Century-Fox offices in New York.

The company had advertised for a salesperson and got this reply from an applicant:

“I am at present selling furniture at the address below. You may judge my sales ability if you will stop in to see me at any time, pretending that you are interested in buying furniture.

“When you come in, you can identify me by my red hair. And I will have no way of identifying you. Such salesmanship as I exhibit during your visit, therefore, will be no more than my usual workday approach, and not a special effort to impress a prospective employer.”

Despite hundreds of other applicants, the redheaded furniture salesperson got the job.

Therein lies a principle for those of us in Life Care, Century Park and Life Care at Home. Every customer we encounter in our “usual workday approach” should be treated with the same professionalism and positive attitude – whether that person is a resident, family member, volunteer, visitor or another associate – as we would some dignitary.

Our on-the-job routines should always seek to impress those we serve.

– Beecher Hunter