

The KISS Philosophy

Carl Mays is a good friend and motivational speaker who lives in Gatlinburg, Tenn. He has been a keynote speaker for a number of Life Care meetings, and we should have him back soon. He recently wrote a column that all of us can identify with.



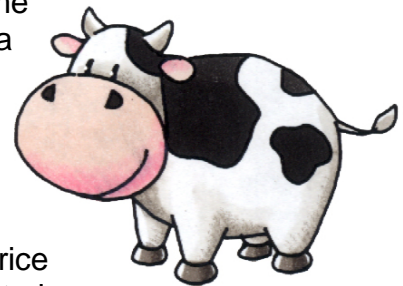
In it, he advises that we should keep things simple, sincere and cheerful. Is that a chorus of *Amens!* I just heard from around the company?

He said he was about 12 years old when he accompanied his father on his trip to purchase a new car. “The exact details of the experience are rather vague today,” Carl said. “But I still have a mental picture of the beautiful, sleek car he chose, the test drive and my excitement over our getting what appeared to me a futuristic rocket-like automobile. However, we drove back home in the same car we had driven to the dealership. Daddy didn’t get the rocket.

“Again, I don’t remember the exact details or anything like that. All I do remember is that after he went into the sales office to sign papers and complete the trade-in transactions, Daddy and I departed and he told me something about how he and the salesman were miles apart on the out-the-door cost. It was only later that I learned there can be a pretty significant difference in a quoted price and an OTD price, which contains extra costs for add-on products, fees and taxes. And, there is always a possibility of miscommunication regarding trade-in offers.”

Carl said he likes the old KISS philosophy – *Keep It Simple, Stupid* – a principle I first learned in my National Guard days long ago. “In other words, let’s get to the bottom line,” as Carl said. “I really appreciate Albert Einstein’s statement, ‘Everything should be made as simple as possible, but not simpler.’ To complement his words, I add Henry Longfellow’s sentiment, “In character, in manner, in style, in all things, the supreme excellence is simplicity.”

To illustrate, Carl told the story of a farmer who had come to the conclusion that the dealer from whom he bought a truck had profited greatly from the add-on options that increased the price of his recent purchase. Then one day, the car dealer informed the farmer that he was coming around to buy a cow.



In the spirit of justice, the farmer attached the following price information to the cow: Basic cow, \$649.99. Two-tone exterior, \$67.97. Extra stomach, \$89.98. Product storing compartment, \$79.99. Straw chopper, \$123.97. Four spigots at \$15.99 each, \$63.96. Cowhide upholstery, \$139.97. Dual horns, \$32.99. Automatic fly swatter, \$38.97. Fertilizer attachment, \$187.98. Documentation fee, \$149. DMV (Department of Mooing Vertebrates) fee, \$16.25. Transport fee, \$139. Taxes, \$140.19. Total Price, \$1,920.12.

(more)

In one biblical translation, the writer Paul says in 2 Cor. 1:12, "We are glad we can say with complete honesty that in all our dealings we have been pure, simple and sincere." This is a good thought to keep in mind. And, when considering the farmer's tale, another good thought to keep in mind is Proverbs 17:22, "A cheerful heart does good like a medicine."

– Beecher Hunter