

Sales etips



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## **Benton & Bowles' and their success during the Great Depression.**

No one does it alone. Tough times tend to separate the wheat from the chaff. Some businesses will thrive in the coming months. If you want some great advice, Read Studs Terkel's book about the Great Depression, **Hard Times**.

The story about how Benton & Bowles' (the famous Ad Agency) profits shot up and stayed there during the Great Depression is very telling. Two things stood out. First, they did customer research. Working with Gallup, they listened closely to customers. In sales, it is easy to get excited about telling and educating instead of really listening. Secondly, Benton & Bowles invested in the new media of the times, radio, to reach more customers!

**Are you asking and then listening? Are you reaching a broader audience? Distinguish yourself with real interest in the company. How can you really help them? Who else should be aware of your products and services?**

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