

Discovering Opportunity the positive way

This is an old story. A story that will stand the test of time. A story that inspires professionals who look forward success in their career. It is the story of two marketing professionals. That of a negative thinker and a positive thinker. Now let us go to the real story or the case study.

This story is from the marketing activities of an American footwear company. The company deputed a senior sales executive to an African country to find market for their brands of shoes. The sales executive, very sincere and dedicated, traveled through the length and breadth of the country for nearly one month. He then sent a communication to his boss at the Head Office. The message read “No one wears footwear here. No scope to sell our shoes.”

The boss now sent a fresh and junior executive. This young man landed in the same country. He too visited various places in the country. Then he sent an exciting message to the boss. The message read : “Great potential for our products because no one is wearing shoes here.!”

The company shipped the first cargo of shoes. As soon as the shoes arrived, the young marketing executive went around explaining the utility of the shoes for the bear foot walkers of the country. Through positive talks on the benefits of the shoes he convinced his potential buyers. Like the hundredth monkey theory of modern time the young executives experiment with positive thinking became popular and the company began to ship cargos after cargos of shoes to this country, where the first representative found no room for promoting the product.

The power of positive thinking helped the company. And the young executive was promoted to higher ranks very soon.

So think positively and bring prosperity to you and to your organisation.

Rtn. Shyamal Sen

“He who knows not and knows not he knows not is asleep; awaken him”

“He who knows not but knows he knows not is ignorant; teach him”

“He who knows but knows not he knows has potential; develop him”

Quote compiled by Dr. S. Sudarshan, Mats School of Business