

## **THEY MAKE YOU LOOK FOURTEEN!**

The movie was *Trains, Planes & Automobiles* and starred Steve Martin and John Candy.

The two characters needed money near the end of the film and all that John had to sell was shower curtain rod rings. In a memorable scene, he shows them to a couple of young girls, perhaps eleven years old, claiming they are earrings, and says, "*They make you look fourteen!*"

They say nothing...but hand over their money.

### **A couple of lessons here for those of us in Accounts Receivable.**

- 1) It doesn't matter what we are selling, what is important is what the Customer wants to buy!
- 2) There must be something in it for the Customer or they are not going to buy.

Sales and collections – so many of the techniques are the same.

What is in it for the Customer if they pay their outstanding account?

- A clear or improved credit history
- Uninterrupted credit with you, or others
- Save them time in the future; if they don't pay now, you are not going to go away.
- Avoid legal costs.

- *"You don't really want to deal with lawyers, do you?"*
- Do the right thing. *"I'm sure your elders brought you up right, commitments should be kept, as best as possible..."*
- Here is a good one. Ask the Customer!

"Mr. Customer, what sort of reason do you think I might give you that just might convince you to bring this account of yours up to date?"

Sometimes, they will sell themselves the shower rod ring!

*Pithy quote of the month:*

"When you sell a man a book, you don't sell just twelve ounces of paper and ink and glue – you sell him a whole new life."

~Christopher Morley

By: Tim Paulsen