

method of selling the property for what it can be pays off in another way: I can sell a farm at a higher price than my competitors. People naturally pay more for acreage *and* an idea than they do for just acreage. Because of this, more people want to list their farms with me and my commission on each sale is larger.

The moral is this: *Look at things not as they are, but as they can be. Visualization adds value to everything. A big thinker always visualizes what can be done in the future. He isn't stuck with the present.*

2. *How much is a customer worth?* A department store executive was addressing a conference of merchandise managers. She was saying, "I may be a little old-fashioned, but I belong to the school that believes the best way to get customers to come back is to give them friendly, courteous service. One day I was walking through our store when I overheard a salesperson arguing with a customer. The customer left in quite a huff.

"Afterwards, the salesperson said to another, 'I'm not going to let a \$1.98 customer take up all my time and make me take the store apart trying to find him what he wants. He's simply not worth it.'

"I walked away," the executive continued, "but I couldn't get that remark out of my mind. It is pretty serious, I thought, when our salespeople think of customers as being in the \$1.98 category. I decided right then that this concept must be changed. When I got back to my office, I called our research director and asked him to find out how much the average customer spent in our store last year. The figure he came up with surprised even me. According to our research director's careful calculation, the typical customer spent \$362 in our establishment.