

I asked the young fellow at the weighing station, "What's the difference between the grapes priced at 15 cents a pound and those priced at two pounds for 35 cents?"

"The difference," he answered, "is polyethylene. We sell about twice as many of the grapes in the polyethylene bags. They look better that way."

Think about the grape example the next time you're selling yourself. Properly "packaged," you have a better chance to make the sale—and at a higher price.

The point is: the better you are packaged, the more public acceptance you will receive.

Tomorrow watch who is shown the most respect and courtesy in restaurants, on buses, in crowded lobbies, in stores, and at work. People look at another person, make a quick and often subconscious appraisal, and then treat him accordingly.

We look at some people and respond with the "Hey, Mac" attitude. We look at others and respond with the "Yes, sir" feeling.

Yes, a person's appearance definitely talks. The well-dressed person's appearance says positive things. It tells people, "Here is an important person: intelligent, prosperous, and dependable. This man can be looked up to, admired, trusted. He respects himself, and I respect him."

The shabby-looking fellow's appearance says negative things. It says, "Here is a person who isn't doing well. He's careless, inefficient, unimportant. He's just an average person. He deserves no special consideration. He's used to being pushed around."

When I stress "Respect your appearance" in training programs, almost always I am asked the question "I'm sold. Appearance is important. But how do you expect me to afford