

doesn't stir him up and make him want to buy it. But when you show him a concrete plan for doing something with the farm, he's just about sold. Here, let me show you what I mean."

He opened his briefcase and pulled out a file. "This farm," he said, "is a new listing with us. It's like a lot of them. It's forty-three miles from the center of the metropolitan area, the house is run-down, and the place hasn't been farmed in five years. Now, here's what I've done. I spent two full days on the place last week, just studying it. I walked over the place several times. I looked at neighboring farms. I studied the location of the farm with respect to existing and planned highways. I asked myself, 'What's this farm good for?'

"I came up with three possibilities. Here they are." He showed them to me. Each plan was neatly typed and looked quite comprehensive. One plan suggested converting the farm into a riding stable. The plan showed why the idea was sound: a growing city, more love for the outdoors, more money for recreation, good roads. The plan also showed how the farm could support a sizable number of horses so that the revenue from the rides would be largely clear. The whole riding stable idea was very thorough, very convincing. The plan was so clear and convincing, I could "see" a dozen couples riding horseback through the trees.

In similar fashion this enterprising salesman developed a second thorough plan for a tree farm and a third plan for a combination tree and poultry farm.

"Now when I talk with my prospects, I won't have to convince them that the farm is a good buy as it is. I help them to see a picture of the farm changed into a moneymaking proposition.

"Besides selling more farms and selling them faster, my