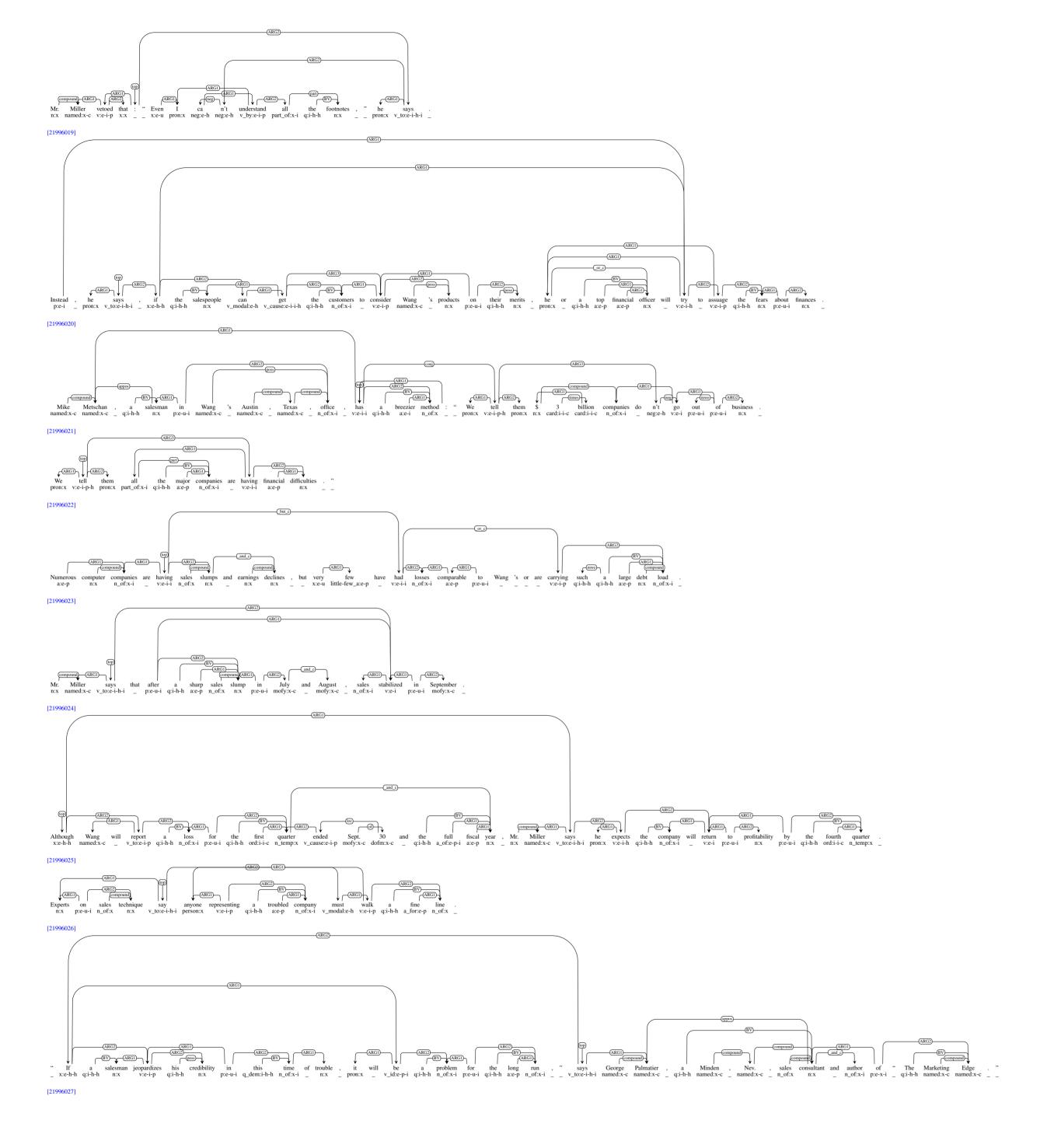
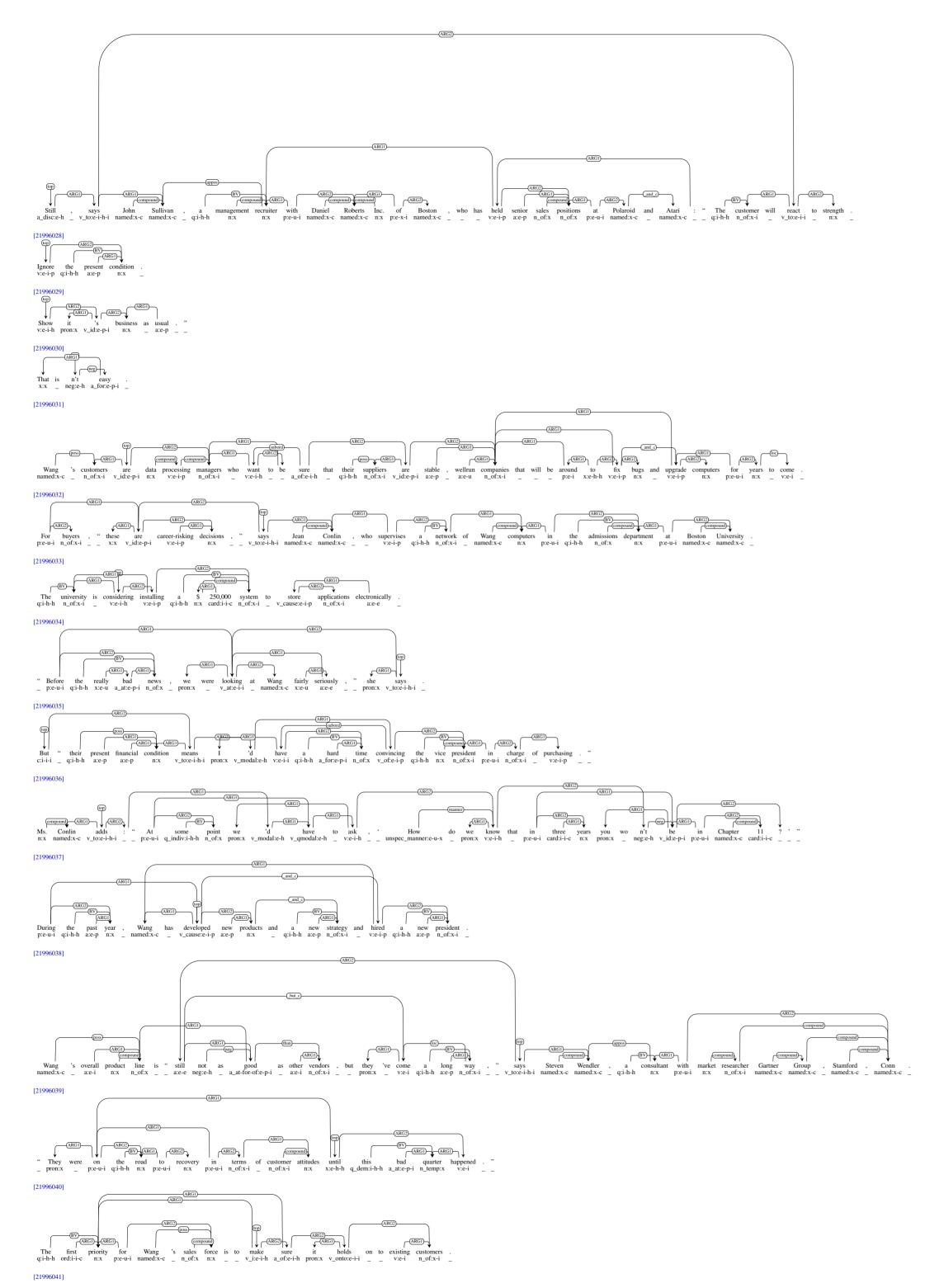
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ARG2
                                                                        (ARG2) (ARG2)
 But Wang salespeople are trying to cope with the biggest challenge any marketer can face : selling the products of a company that is on the ropes . c:i-i-i named:x-c n:x _ v:e-i-h _ v_with:e-i-i _ q:i-h-h n:x _ q:i-h-h n:x _ v_modal:e-h v:e-i-p _ v:e-i-p _ q:i-h-h n:x _ p:e-x-i _ q:i-h-h n:x _
 It can happen in any industry pron:x v_modal:e-h v:e-i p:e-u-i q:i-h-h n:x
      Consider the difficulties faced by Audi salespeople when the car was tainted by false charges of sudden acceleration, or Exxon dealers 'problems in the wake of the Valdez oil spill v:e-i-p q:i-h-h n:x v:e-i-p named:x-c n:x q:i-h-h n:x v:e-i-p a:e-p n_of:x-i a:e-p n:x _ named:x-c n:x _ n_of:x-i p:e-u-i q:i-h-h n:x p:e-x-i q:i
                             (ARG1) (ARG2)
  Like thousands of salespeople before them , Wang 's are finding ways to combat the bad news p:e-u-i x:x-i _ n:x p:e-u-i pron:x _ _ _ v:e-i-p n_of:x-h _ v:e-i-p q:i-h-h a_at:e-p-i n_of:x _
 "It 's very important that we exude confidence , even though within the family we know there 's a lot of hard work ahead ... _ x:e-u a_for:e-h _ pron:x v:e-i-h _ pron:x v:e-i-h _ pron:x v:e-i-h _ pron:x v:e-i-h _ v_there:e-i q:i-h-h n_of:x-i _ a_for:e-p-i n:x _ p:e-i _ a_for:e-p-i n:x _ p:e-i _ a_for:a-p-i n:x _ p:a-p-i n:x 
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              , " said Richard Miller , the Lowell , Mass. , computer concern 's new president , in a video message to salespeople a month after he took over . _ _ v_toze-i-h-i named:x-c _ named:x-c _
        Wang got into financial trouble because of bloated overhead and overly optimistic sales forecasts . named:x-c v_state:e-i-h p:e-u-i a:e-p n:x p:e-u-i p:e-u-i v:e-i-p n:x _ x:e-u a:e-p n_of:x n:x _
Its mainline minicomputers and word processors have lost ground to cheaper personal computers . q:i-h-h a:e-u n:x _ n_of:x-i n_of:x-i _ v:e-i-p n:x p:e-u-i a:e-i a:e-p n:x _ .
    Last year it funded its high employment by heavy borrowing q:i-h-h n:x pron:x v:e-i-p q:i-h-h a:e-p n:x p:e-u-i a:e-p v_from:e-i-p _ pron:x v:e-i-i a:e-p n_of:x-i x:e-h-h n_of:x-i v:e-i p:e-u-i p:e-u-i p:e-u-i p:e-u-i v:e-i
      Salespeople try to push their products and avoid discussions of finances .

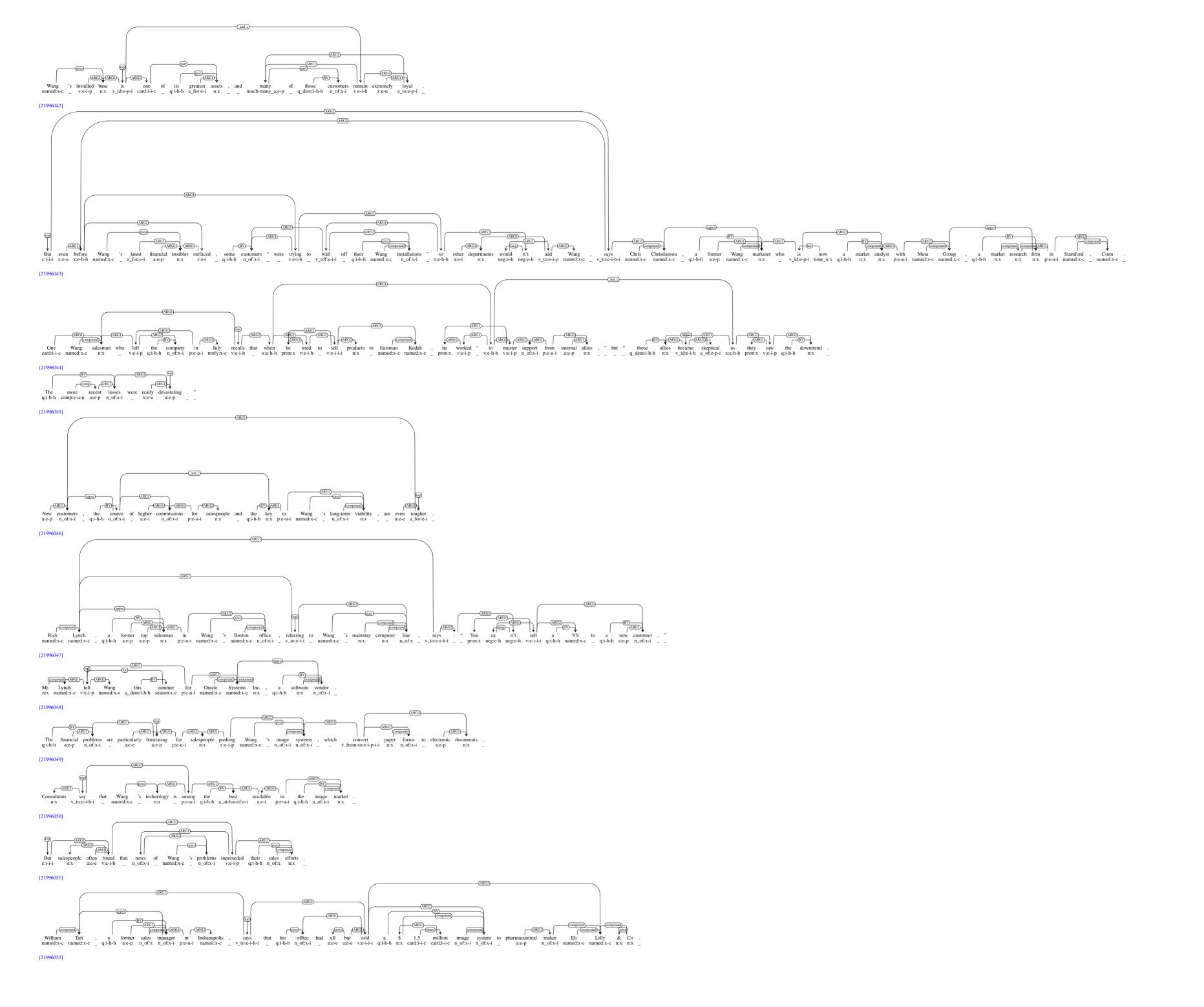
n:x v:e-i-h v:e-i-p q:i-h-h n:x v:e-i-p n:x p:e-x-i n:x -
      Responding to such questions is "defensive, " says Kenneth Olissa, Wang 's vice president, marketing. v_to:e-i-i q:i-h-h n_about:x-i a:e-p v_to:e-i-h-i named:x-c name
 "That 's antithetical to the art of selling . "

- x:x _ a:e-u p:e-u-i q:i-h-h n:x p:e-x-i v:e-i-p _ _
           Moreover , he notes that analyzing financial results " poses a problem for a salesman who is n't particularly familiar with a balance sheet . " a:e-h _ pron:x v_to:e-i-h-i _ v:e-i-p a:e-p n_of:x-i _ v_as:e-i-p q:i-h-h n_of:x-i p:e-u-i q:i-h-h n:x _ _ neg:e-h a:e-e a_with:e-p-i _ q:i-h-h n_of:x-i n_of:x-i _ _ neg:e-h
                                                                                                                                                                                                                                                                      BV ARGI ARG2 ARG2 ARG1
                                                                                                       compound compound
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      ARG2 ARG1
    At one sales strategy meeting , an executive suggested ordering salespeople to become experts on the annual report p.e-u-i card:i-i-c n_of:x n_of:x-i n_of:x-i _ q:i-h-h n:x v_to:e-i-p-i v:e-i-i-h n:x _ v_id:e-i-i n:x p:e-u-i q:i-h-h a:e-p n_of:x-i
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"When they were making the decision , all hell broke loose with the finances . "

x:e-h-h pron:x _ v:e-i-p-u q:i-h-h n:x _ q:i-h-h n:x v:e-i a_with:e-p-i p:e-u-i q:i-h-h n:x _ _ _
He says the Lilly executives told him they could n't take the risk with Wang . pron:x v_to:e-i-h-i q:i-h-h named:x-c n:x v:e-i-p-h pron:x pron:x neg:e-h neg:e-h v:e-i-p-u q:i-h-h n_of:x p:e-u-i named:x-c _
Buyers have to rely on a supplier "continually upgrading and replacing the product, " he says . n_of:x-i v_qmodal:e-h _ v_on:e-i-i _ q:i-h-h n_of:x-i _ a:e-e _ v:e-i-p _ v_with:e-i-p _ q:i-h-h _ n:x _ pron:x v_to:e-i-h-i _
                                            ARG2
no says he used to earn as much as $ 150,000 a year at Wang , it was one more reason to quit .

v_to:e-i-h-i pron:x v_qmodal:e-h _ v:e-i-p _ much-many_a:e-p _ n:x card:i-i-c p:e-u-i n:x p:e-u-i named:x-c _ pron:x v_dre-p-i much-many_a:e-i much-many_a:e-i n_for:x-h _ v:e-i-p _
 He is now president of Eastate Homes Inc. , an Indianapolis contractor . pron:x v_id:e-p-i time_n:x n_of:x p:e-x-i named:x-c named:x-c n:x _ q:i-h-h named:x-c n:x _
                  (op (ARGI)
It can be hard for a salesperson to fight off feelings of discouragement v_modal:e-h = a_for:e-h-i = q:i-h-h n:x = v_off:e-i-i = n_of:x-i = n:x
   Brian Petre , a former Wang salesman in upstate New York , says : "You have pride in your job . named:x-c 
 You think you can go out and turn things around pron:x v:e-i-h-i pron:x v_modal:e-h v:e-i p:e-i _ v_around:e-i-i n_of-about:x-i _ _ _
It 's a tough thing when you ca n't .

pron:x v_id:e-p-i q:i-h-h a_for:e-p-i n_of-about:x-i x:e-h-h pron:x neg:e-h neg:e-h _
 The reason does n't relate to your selling skills . "
q:i-h-h n_for:x-i _ neg:e-h v_to:e-i-i _ q:i-h-h v:e-i-p n:x _ _
   Discouragement feeds on itself named:x-c v_dir:e-i p:e-u-i pron:x _
   One key for salespeople is to card:i-i-c n:x p:e-u-i n:x _ _ v.
The good news is , it 's not your fault . "q:i-h-h a_at-for-of:e-p-i n_of:x v_nv:e-i-h _ pron:x v_id:e-p-i neg:e-h q:i-h-h n:x _ _
So , he advises , make goals achievable a_thus:e-h _ pron:x v:e-i-p _ v_cause:e-i-h _ n:x a:e-u
 [21996071]
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