

cars being very different than ours. The cars Daddy bought were practical and did not have many bells and whistles. I imagined the seats in the cars I picked out were big and cushy. I imagined the interiors being worn leather. The seats and interiors of the cars Daddy purchased were usually plain vinyl that felt cold and hard in comparison.

Daddy was not interested in the luxury cars that caught my eye. They did not suit the customers in his market. Those who bought Daddy's cars were not interested in luxury or comfort. They were interested in reliable and affordable cars made by brands they knew.

Daddy did the things I do today with office technology. He took the cars that were needed to his market — cars customers may not even know they wanted until they saw them. He would collect a few so the people in the community had access to them. The customers in his market did not have time or the desire to travel and find cars. And he also only offered a few models — cars that met the market's needs.

The people Daddy served did not want expensive, brand-new cars. The ones he sold were often second cars. Many men had to drive bad roads to work in the mines. Their cars came home every day with added layers of gray dust and clumps of mud that left chalky marks on their clothes every time they got in and out of them. Daddy solved a problem — the families in our

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community were able to keep their good cars clean and readily available after they purchased their second cars from his lot.

A sale is not about pushing things that people do not need or are not interested in purchasing. Even if you are a used car salesman, you can meet a need or solve a problem. Over the years, I have had people make remarks to me like, "Sales makes me feel like a used car salesman." I just smile and, sometimes when appropriate, I say, "I always wanted to sell cars, but the hours

are bad." There is nothing wrong with selling anything — even a used car — if you are serving a need and have the client's best interests at heart. ■

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