

The Salesman



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A young Salesperson was disappointed. He had lost an important sale. In discussing the matter with the Sales Manager, the young man shrugged. "I guess," he said "it just proves you can lead a horse to water, but you can not make him drink."

"Son," said the Sales Manager, "let me give you a piece of advice: your job is not to make him drink. It's to make him thirsty."

Lesson: You have to make them want to learn