(#164) Dear Management:

October 11, 2019



Theme week comes to a close... and I end with my favorite one of the week.  So let's end Day 5 with a bang! - "An accountant in his CREATIVE habitat".

Find triggers that make people find their "comfort food" happy spot... WHILE going through the discomfort of getting a loan.

So focus their minds elsewhere...

If a loan is like getting a shot at a doctor's office, be the one giving them the biggest lollipop to hold, throughout the whole visit.

Hope you enjoyed the change of pace.

Find my book and blog at [www.mrtenkey.com](http://www.mrtenkey.com/)
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