(Mr. Tenkey #522)

March 22, 2021



Dear Management: Remember the "REAL" Black Fridays?

The ones where people waited in lines ALL night... for that 5am opening.

The ones where doors flew open... people tripped over one another... elbows flying.

Yep... ALL to get one of those original Xavier Roberts' Cabbage Patch Dolls.

Ahhhh, the good ol' days.

Well Mx. Salesperson,

REMEMBER that feeling!... because THAT is your new goal post.

With all the outside stimuli that borrowers have today... they're bound to be funneled away... or at least, into a direction you'll no longer be able to fully help them.

So, get to them BEFORE all that.

Before they need you, before they get funneled away, before you are no longer able to advise them of their options.

BE that holiday parent... the one trying to get to that one special cabbage doll with "just" the right hair color... BEFORE something or someone else does.

How?

Well, I can't do everything for you...

But whatever your gimmick is... be FIRST in line!

(More blog posts or find my book @ www.mrtenkey.com)