



Look at that face. That's the face of winning. For those with kids or who have ever been in a car with kids... they to get what they want right?

Kid: Dad... dada... daddy... DAD... DAD!

Dad: What?!

Kid: can we stop and get McDonalds?

Dad: no

Kid: Please... please... PLEASE... (cry if necessary)

Dad: ok fine!

Many adults lose this determination and basic ability to just keep asking. The timing or different delivery of a request can be everything. Ongoing case study Wal-Mart. Ken Galenza leading the charge: asking for more business and requesting reasons for declines getting the same general answers or none at all every time. FINALLY, through persistence, digging for information in different ways, and staying in front of the client working multiple relationships we have our answer. In combination with other factors, our competition reduced their rate and Wal-Mart, placing according to cost, was giving TSI 2% market share. We are now in negotiation to earn potentially ten times or more of the business and revenue currently realized.

Too many shots from an older sibling, too many times being told how annoying it is, or for some: we just never got McDonalds but no matter what – never stop asking. Now, we don't want anyone to annoy your clients to the point of throwing you out of the car. Persistence, done correctly, is not only vital to growing a relationship and finding new opportunities, it is generally appreciated by clients. It shows your ongoing interest in their business and their success. When the timing is right and the delivery is great – you'll get that super-sized fries and apple pie to go along with the burger. Updates on the pursuit of growth within Wal-Mart to come. For now, go re-visit a “no” or “not here” you received a ways back. Ask again, adjust the approach and see what you can find.