



# How to sell sand to Arabs: The dark side of sales

*stephen wright*

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Two stories in the form poetry ( or rap if you prefer )

Its a cliché that a good salesman can sell sand to Arabs and snow to Eskimo's .

So i had a think about how you could go about doing that , the first part of this book is the result.

Advertising is something I'm interested in and iv noticed that when it comes to advertising Job vacancies on national TV and radio the military pretty much has that covered .

The British army use a control pad from one of the most popular games consoles to fly drones.I'm sure they have good reason for that.

A few years back a soldier was shown using this control pad on an advertisement that was shown over and over for months.

Couple that with the fact so many young people are hooked on war games using this exact same control pad and i would say that's the most hardcore sales strategy iv ever seen!

I'm a big fan of the hard sell and bold ideas,

so as a salesman the people who came up with that and all the other military ads have my uppermost respect , but its the kind of respect a warrior has for his enemy

as I'm really not a fan of war at all.

The last advertisement I wrote – the first electricity salesman – was designed to make money by selling a positive idea to children ( yes it can be done )

That's the good side of sales.

Earning a living spreading joy what more do you want out of life?

Making a killing by selling the idea to children that the best if not only option they have in life is war, is negative at best.

That's the dark side of sales , obviously.

So the situation I now find myself in , and i swear it was my never plan it must have been my destiny , its as if I'm some kind of sales Jedi .

A master salesman Luke

This second story is my x wing that me and R2 are going to use to attack the evil sales empire.

May the sales force be with us!

Good side of the sales force -- earning a living

Dark side of the sales force -- making a killing

"Go on salesman spin your fantastic tail

use every trick in our blackest of books

theirs reason the most ancient of those fables never fail

slither that tongue as we jerk your strings , our conduit to sell

entrance them with those marvellous stories we bought you to tell

and `persuade their cattles calves to bravely march towards the jaws of hell "

Two of the greatest tales on earth that ever were told  
put together in one blinding binding so it asta be (wait for it you'll agree)  
the most awesome book in our or any other galaxy (see)  
half a dozen Greg's numbers it is worth but for just a quid it is sold

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