

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

A Requiem for the Sales Meeting Super-Jock

By John K. Mackenzie

A Requiem for the Sales Meeting Super-Jock by John K. Mackenzie

A REQUIEM FOR THE SALES MEETING SUPER-JOCK

by

John K. Mackenzie

Copyright (C) 1980

All rights reserved

Victory via VHS

From keynote speech to laser lights, technique and technology fuse to find a re-motivated, re-dedicated, and re-energized sales force charging out of the ballroom into a bright, shining world where never is heard a discouraging word, and everybody is a winner all the time.

How could it be otherwise? The rented videotape, featuring a famous football star, promised it would be: "Keep up that can-do attitude, team! Charge that line! Flatten your competition. Go for the goal and win, win, win!"

Sales meeting insertion of coaches and quarterbacks has been done so long, and so often, it's become institutionalized. And nothing, be it steroid loading, gambling raps, rape, AIDS, public urinalysis or renegade racism seems to suppress our urgent need to move the locker room into the meeting room.

Citius, Altius, Not-So-Fortius

Sales meetings (and those who write them) are never permitted to consider the possibility that sales people are ever tired, discouraged, or uncertain. All reps are admonished to become relentless reservoirs of enthusiasm, commitment, and triumph. To support this directive, billions of dollars have gone (are going) into films, videotapes, and speeches designed to immunize them from such tedious concerns as doubt, hesitation, or fear.

A Requiem for the Sales Meeting Super-Jock

A case in point: Every few years, Go For the Gold! is robotically resuscitated as a meeting theme. Millions of dollars are then hurled at presentations designed to convince sales people to emulate the qualities shown by Olympic medalists.

A grand idea: Were it not for the fact that most of the Olympic performances we admire are produced by insular mavericks. Dissident loners who sweat it out for years under conditions of fiscal deprivation and personal sacrifice no sales rep in the world would tolerate for 30 seconds! Hardly congenial examples to support those consecrated doctrines of teamwork and togetherness so fervently invoked during executive keynotes.

Celebrity Central Casting

Superstar invocations are not limited to the locker room. Presidents, statesmen, generals, admirals and astronauts have been stuffed into sales meeting presentations for decades. Often creating absurd and abrasive juxtapositions as product references and employee photos are jammed in alongside super celebrity shots. You haven't encountered great writing until you've experienced the transition from General George Patton to a new laundry detergent or acid reflux pill.

Win or Else!

Myopic obsession with winning exacts a price: It atrophies the psychic muscle required to sustain self-worth during the rejection episodes all sales people must deal with.

When winning is the only option sales reps are permitted to consider, failure becomes an abhorrent personal malignancy: often perceived as a form of corporate sedition.

The transgressor is branded unclean, unworthy, and unpromotable. Year-end bonus dollars, along with company-paid Disneyland trips, vanish. The convicted party's family slinks into seclusion as a scarlet F is sewn on their clothing. Decontamination and status restoration can take years.

An Idea Whose Time Should Never Have Arrived

During the 70s and 80s superstar scenarios gave sales reps a voyeuristic view of the individuality that mass marketing techniques denied them. But today's market fragmentation and lifestyle diversity no longer justify the need for sales people to be force-fed surrogate achievement stories.

If the only way you can exemplify winning qualities is to employ paid testimonials — transparently alien to selling, and patently impossible for your audience to attempt — then you (and your company) have a problem. Instead, try for something your sales force can identify with.

If you can't find a good internal achievement story to build on, try this one: "I'm going to tell you how I lost one of the best accounts I ever had, and what it took to get it back!" In the minds of your sales force, this will qualify you for beatification: above and beyond even that given unto Lou Holtz and Joe Montana. Amen.

Additional sales meeting monographs can be found at: www.thewritingworks.com/memos.html

John Mackenzie is a combat-qualified, self-employed, corporate communications writer/director. A 30-year veteran of conference-room script changes, he put two kids through college while underwriting dozens of Prozac prescriptions. More can be learned by visiting his website at <http://www.thewritingworks.com/>

Jock Itch Or Genital Herpes?

By Nathalie Foy

Genital herpes and jock itch are rarely confused, but genital herpes in its early stages may be mistaken for jock itch since both conditions have similar symptoms. They are both uncomfortable, produce red, irritated skin and appear in the thighs, groin or genital area. However, they are usually quite easy to differentiate. This article is designed to help you avoid making the mix-up.

Jock itch is caused from a fungus called *Trichophyton rubrum*. It can grow anywhere on the body, but most often shows up in the warm, moist areas of the groin. Sweaty or tight-fitting clothing and direct contact with the fungus can lead to a case of jock itch. Jock itch may occur in both men and women, but mostly affects adult men. Like genital herpes, jock itch may be contagious and can be passed from one person to the next by skin-to-skin contact or contact with unwashed clothing.

Genital herpes is a sexually transmitted virus. The virus may remain dormant for some time, but an outbreak will usually occur within 30 days of sexual contact. The first herpes outbreak is usually the most severe but not necessarily. Stages of a herpes infection are as follows: itchiness, a rash, stinging, burning, swelling, blistering, sores, crusts and a return to healthy skin with no scarring. These symptoms usually don't last more than 3 weeks. Genital herpes symptoms may vary greatly and may consist of only a mild rash that disappears within 10 days and may return occasionally.

The confusion in self-diagnosing each condition occurs because both diseases affect the groin area. Both start with a red rash, itching and bumps on the skin. They are uncomfortable and can cause pain for several days. Jock itch usually causes red, raised, scaly patches that may blister and ooze. The patches are often redder around the outside with normal skin tone in the center. This may cause a red ring to appear. The skin may become abnormally dark or light.

Jock itch differs from genital herpes in that it usually doesn't develop on the scrotum or penis. It tends to spread in the inner thigh area instead. However, a jock itch rash may also affect the genitals and areas around the anus, rectum, or vagina. The skin may crack, scale and be painful, but it usually won't present open lesions like it would with genital herpes. Genital herpes doesn't cause long-term infections. Healthy skin returns after 3 weeks, although slight change in skin color may result. Jock itch and genital herpes symptoms can both recur at any time. Jock itch can be cured after each episode but no cure or vaccine has been found for herpes yet.

The only sure way to tell which condition you have is to see a doctor. Doctors can usually recognize

A Requiem for the Sales Meeting Super-Jock

jock itch during a physical examination. But at times, they may decide to do a test. They will either perform a swab test if blisters are present or a skin lesion biopsy by scraping the skin. If all else fails, a blood test should remove any doubts.

To cure jock itch, a doctor will prescribe an anti-fungal cream or lotion to apply directly to the source of the fungal infection. Doctors can prescribe medication, or if you suffer from recurring fungal infections, over the counter medicine like Tinactin, Lotrimin and Micatin are available. The cream should be used for two weeks, and continued for several days after the rash is completely gone. If your jock itch doesn't clear up or causes blisters, you should go to your doctor to have a physical examination.

Genital herpes can't be cured, but its symptoms can be treated with an anti-viral medicine, which will

help limit the duration of an outbreak.

Relief can be found for both conditions by checking with your doctor. Wear loose clothing, breathable cotton and quickly change out of sweaty clothes to prevent jock itch. Once you have contracted genital herpes, you can take measures to prevent outbreaks by eating a good diet, exercising and reducing your stress levels and taking antiviral treatment daily.

Nathalie Foy is a herpes specialist. She has controlled genital herpes and is now helping others do the same. She has written Herpes Wise a book including her formula on how to get rid of herpes fast and great info on herpes diagnosis, transmission... Visit her websites at

and

http:



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!