

So one week I am travelling and then staying at the Ritz Carlton hotel, which I highly recommend particularly if you can get somebody else to pay the tab, I was at the bar and it was a slow night so the bartender was unusually attentive.

And I thought, "You know, this is a pretty good time for a little playing." So I said to him, "so it seems like this is a really good gig. Do you like working here?" and the response back, "yes sir. I'm very fortunate" and I think okay. And I said back to him "Oh, Okay. So you have to give me the corporate line, I guess but I'm curious what is the best part about working here?" Then he said, "well it's a great company and we have wonderful benefits, a wonderful environment to work." And you know, still we are kind of like at the corporate speak. Don't really get anything there. So I say, "well in addition to the obvious. Would you like best about working here?" And he says, "Well I guess it part of being an elite team. People here are, people who come here are expecting the very best and demanding the very best and it is my job to still exceed their expectations. And I love the way my friends say, any time that they ask if I can get something done. They are like, get it done dude he works at the Ritz!"

As if implying that he can do anything. And I said, "man, that must give you such a really great feeling. How is it when they say there? What do you feel?" And he says, "Man it just makes me feel invincible brother. It's like I'm Tiger Woods. Invincible."

So hopefully just when a little conversation you are already beginning to see lots of things that we could build into a presentation if we were in a situation that will going to try to sell that guy. And you know if we were still in the fact-finding stage we could dive back in. You know, what does it mean to be like Tiger Woods? What does it mean to be invincible? What does invincible mean to you? To dive a lot deeper into there.

But being on an elite team, being invincible, exceeding people's expectations at every turn. There is a lot of ammo that you could use in building a metaphor once you got to the point that you are ready to make a presentation or recommendation.