

**WORDS
NEVER
HEARD
AT
THE
HOME SHOWS:**



The Other Guys' Lil' Fuzzy

*"WOW,
you folks
really drive
a **SOFT**
bargain."*

We get a couple calls a week from people wanting "a deal." To wit, the standard response is, "No thanks - sorry - no can do - ba bye."

We've been asked time and again, "How come you don't negotiate? The *Other Guys* do."

When I was a kid, my mother had a way of teaching 'fairness.' She'd hand me a candy bar and a knife and say, "*You cut ... your brothers choose.*" I'd spend the better portion of an hour seeking that perfect division before committing to the 3-way split.

This ingrained in me that all things must be equal - fair - equitable. But it wasn't true for every treat. If I worked mowing people's lawns, shoveling snow or raking leaves, and I earned enough for an ice cream sandwich, I sure as hell wasn't gonna split that with my brothers. We weren't communists, ya know.

When I hear about the bargaining that goes on for booth space at other shows, I see it as the end of equity. One gets 'good' while others get cheated - they certainly aren't getting their fair share of the candy bar.

What troubles me *today* is the expectation of naive exhibitors who think he/she/it is due a discount just for asking: "*The Other Guys* are willing to drop their drawers. Why not you?!"

"Why not us?" Because of the candy bar thing.

I don't think it's fair to negotiate deals and charge different prices to like-kind exhibitors. It's not right to sell a booth at full price to one exhibitor, and charge another exhibitor who's getting 2, 3, 4 or even 6 booths the price of 1. It's not fair to give away space to special friends. There's no equality in offering a dozen different deals to a dozen different exhibitors because the *Other Guys* do it.

It comes down to this: We don't drive a hard bargain. We don't drive a soft bargain.

We simply don't bargain.

You're entitled to any warm, fuzzy deals you can get. Go get 'em!!! Think you got a good deal? Ask for a better deal - bigger discount. 'Half-off' is just a starting point. Go for FREE. Some exhibitors pay nothing, so why not you? *just don't call The Home Shows.*

That's my opinion

Lil' Johnny

Send your opinion to:

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SOURCE: www.ChicagoHomeShow.Net/LilJ

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Lil' J's Lil' Fuzzy



Since 1986 . . .



. . . worth every penny.