

This is marketing.....

A keen immigrant Indian marwari lad applied for a salesman's job at London's premier downtown department store. In fact it was the biggest store in the world - you could get anything there.

The owner asked him, "Have you ever been a salesman before?"

"Yes, I was a salesman in Rajasthan", said the lad.

The owner liked the out of him and said, "You can start from tomorrow and I'll come and see you."

The day was long and arduous for the young man, but finally 5:00 pm came around. The owner duly fronted up and asked, "How many sales did you make today?"

"One" said the young salesman.

"Only one?" blurted the boss. "Most of my staff make 20 or 30 sales a day. How much was the sale worth?"

"Three hundred thousand, three hundred and thirty four pounds" said the young marwari.

"How did you manage that?" asked the flabbergasted boss.

"Well", said the salesman "this man came in and I sold him a small fish hook, then a medium hook and finally a really large hook. Then I sold him a small fishing line, a medium one and a huge big one. I asked him where he was going fishing and he said down the coast. I said he would probably need a boat, so I took him down to the boat department and sold him that twenty foot schooner with the twin engines. Then he said his Volkswagen probably wouldn't be able to pull it, so I took him to the car department and sold him the new Deluxe Cruiser"

The boss took two steps back and asked in astonishment, "You sold all that to a guy who came in for a fish hook!"

"No" answered the salesman, "he came in to buy a box of Sanitary Napkins for his wife and I said to him, "Your weekend's screwed anyway, you might as well go fishing."