



## Dead End or Opportunity?

**Many years ago, a large American shoe manufacturer sent two sales reps to different parts of the Australian outback to see if they could drum up some business. Some time later, the company received telegrams from both agents. The first one wired a message back to the home office that said, "No business here - natives don't wear shoes." The second one wired back and said, "Great opportunity here - natives all need shoes."**

**Whether business is at a dead end or whether opportunity is knocking is all in how you look at the situation!**