

Have You Fallen for Fast-Food Solutions?

I often receive emails and messages from salespeople who want “just five minutes of my time.”

The implied benefit of the call is “I can help you in five minutes.”

Not much good can happen in five minutes. I know if I offer to help someone, it’s going to take time. I don’t want to be branded like a fast food joint. I want to offer white-tablecloth fine dining.

Don’t be in a hurry to offer or receive speedy solutions.

A quick fix is an oxymoron.