

CHAPTER II

Sales Ninja Strategy

About a century and a half ago, lived Takamatsu, the last true ninja. As the last living ninja, he had become accustomed to constantly being challenged. The young fighters he encountered always wanted to test their mettle against the most famous martial artist in the world, and they would fight for their lives in a battle testing their skills and bravery.

Amazingly, Takamatsu, as old and small as he was, still managed to emerge victorious from all these duels. One day, while traveling to China, the largest, strongest, and most skilled fighter in the country challenged Takamatsu to a battle to the death the following afternoon.

Not surprisingly, Takamatsu was concerned. The Chinese fighter was twice as large, twice as strong and

possessed fighting skills that rivaled his own. How could he, Takamatsu, win against someone who could easily crush him?

That night as he slept, Takamatsu had a very enlightening dream. In his dream, a giant ogre tried to vanquish a tiny butterfly. The ogre rushed towards the insect and tried to club it in the air. However, every time the beast lifted his club to attack, the butterfly would gracefully move free of harm. The ogre tried and tried, but yet the butterfly managed to evade every attack.

When he awoke, Takamatsu knew how to win against his massive opponent.

As he met his opponent that afternoon, Takamatsu had a plan in mind. As the duel began, the Chinese fighter threw himself at Takamatsu, who stepped aside. The Chinese fighter tried again, and once again, Takamatsu dodged his punches and kicks. Every one of the Chinese fighter's powerful attacks met only with the air around him.

The fight continued throughout the afternoon, and as the sun began to set, the Chinese fighter could not fight anymore. He had spent every last ounce of energy he had punching and kicking nothing but air. He collapsed in a heap on the ground, sweaty, tired and unable to move.

As the fighter fell to his knees, Takamatsu approached him and whispered into his ear, "Now, it's time to die!"

Takamatsu never would have won the match against his opponent if he had not had a strategy to approach him. Although the other fighter was stronger and bigger, he did not have a coherent strategy to attack Takamatsu. Instead, he simply threw all the best moves he knew at Takamatsu, regardless of the fact that his opponent continued to evade all his attacks.

Takamatsu, on the other hand, went into battle with a strategy in mind. He would wait for his opponent to become so tired that the fighter would not be able to use his size and strength against him. In effect, Takamatsu became the butterfly, gracefully avoiding all of the Chinese fighter's attacks and conserving his energy. Takamatsu turned the fight into a battle of endurance rather than strength in order to gain the advantage.

Sales is just the same. You need to have a far-reaching, broad and coherent strategy in order for your company to boost sales and grow further. Before you can implement any tactic, you need to have an all-encompassing game plan; otherwise you will be like the Chinese fighter, punching and kicking at nothing but air.