

The kids filed back into class Monday morning. They were very excited. Their weekend assignment was to sell something, then give a talk on productive salesmanship.

Little Sally led off: "I sold girl scout cookies and I made \$30," she said proudly, "My sales approach was to appeal to the customer's civil spirit and I credit that approach for my obvious success."

"Very good," said the teacher.

Little Jenny was next: "I sold magazines," she said, "I made \$45 and I explained to everyone that magazines would keep them up on current events."

"Very good, Jenny," said the teacher..

Eventually, it was Little Johnny's turn. The teacher held her breath Little Johnny walked to the front of the classroom and dumped a box full of cash on the teacher's desk. "\$2,467," he said.

"\$2,467!" cried the teacher, "What in the world were you selling" ?
Toothbrushes," said Little Johnny.

"Toothbrushes," echoed the teacher, "How could you possibly sell enough tooth brushes to make that much money?"

"I found the busiest corner in town," said Little Johnny, "I set up a Dip & Chip stand, I gave everybody who walked by a free sample."

They all said the same thing, "Hey, this tastes like dog crap!"

Then I would say, "It is dog crap. Wanna buy a toothbrush? I used the President Obama method of giving you something shitty, dressing it up so it looks good, telling you it's free, and then making you pay to get the bad taste out of your mouth." The teacher was speechless.

Little Johnny got 5 stars for his efforts, bless his heart. . . .