

NAAFA received this article a little too late to include in the January 2014 NAAFA Report. But it's too good to make our readers wait for the next issue to read. Now, we just bet most of our readers can quickly figure out what the moral of this story is. Send us a note if you know... naafawest@comcast.net

THE MORAL OF THE SNICKER BAR SALES

(Name withheld by request)

For those of you with Children, you know how expensive they are. I decided to put my 15 yr old to work. Let's call him Johnny. Since Johnny always needs money, I bought him a box of 48 Snickers bars for \$28 with instructions to sell each candy bar for \$1. The first day he sold 1. The second day he sold 3. The third day he sold 7. He came back and asked for 12 more Snickers bars. Here is the conversation we had.

Me: Great job, Johnny. Now, I want you to go out and sell these Snickers bars for \$10 .

Johnny: (silence) ...But Mom, people can buy Snickers bars anywhere for \$1

Me: Nonsense. These are fresh from the store and hand delivered right to the customer, \$1 for the candy, \$9 for the service.

Johnny: (now irritated) I can ask 1,000 kids and no one will buy a Snickers for \$10

Me: Then ask 2,000 kids. You are going to find someone really hungry who didn't know he had a \$10 bill at the bottom of his book bag. Ask enough people and someone will buy them for \$10. And, as a bonus, if you sell all 12 for \$10 each, I'm going to give you an extra \$25.

Here are my questions to you.

If I insist that Johnny sell each Snickers bar for \$10, how many will he actually sell?

How long will Johnny keep trying to sell his Snickers bars for \$10 before he gets discouraged and stops asking?

How likely is it, that Johnny will earn his \$25 bonus?

How long will it take Johnny's old customers to find that same Snickers bar for \$1 someplace else?

Do you think Johnny could talk his customers into paying \$1.25 because he's a nice kid?

How much time should I give Johnny before I take all his candy bars and give them to his brother to try and sell?

How many Snickers bars will Johnny sell (at any price) if a customer wants an Almond Joy?

This really isn't funny. The problem is not YOU! The problem is the \$10 Snickers bar.