

# ***KNOW YOUR CUSTOMERS***

A disappointed salesman of Coca Cola returns from his assignment in Israel .

A friend asked: "Why weren't you successful with the Israelis?"

The salesman explained:

"When I got posted, I was very confident that I would make a good sales pitch. But, I had a problem. I didn't know how to speak Hebrew. So, using the old storyboard method, I planned to convey the message through three posters.

First poster: A man lying in the hot desert sand ... totally exhausted and fainting,

Second poster: The man is drinking our Cola,

Third poster: Our man is now totally refreshed,

And then these posters were pasted all over the place.

"Then that should have worked !!" said the friend



"The hell it should have!!!" said the salesman ,

"I didn't realize that they read from right to left !!!