

July 9, 2018

Monday

Constitution Day (Australia)



Objectives & reminders

Appointments

Early morning

8 a.m.

9 a.m.

10 a.m.

11 a.m.

Noon

1 p.m.

2 p.m.

3 p.m.

4 p.m.

5 p.m.

6 p.m.

Later evening

Commitment

“I had a veritable mania for finishing whatever I began...” -- Nikola Tesla, inventor. In 1883 he invented the first alternating current induction motor. Tesla was born in Smiljan, Croatia on July 9 or 10, 1856 (sources disagree).

Don't be duped

“Beware when any idea is promoted primarily because it is ‘bold, exciting, innovative, and new.’ There are many ideas that are ‘bold, exciting, innovative and new,’ but foolish.” – Donald Rumsfeld, former Secretary of Defense and business executive, born in Chicago, Illinois on July 9, 1932

Marketers should avoid an over-reliance on price: Agree or disagree?

“There is too much emphasis on price at the expense of brand advertising and this can only lead to long-term category decline.” -- Hans-Joachim Körber, chairman and CEO of Metro Group (Germany-based self-service wholesale trade company), born in Brunswick, Germany on July 9, 1946

Merchandise prizes to sales contest winners are preferable to cash prizes: Agree or disagree?

In 1938, Curtis L. Carlson earned a gold wristwatch and a \$330 bonus for being the most successful soap salesperson in his Procter & Gamble territory. Later, Carlson reflected on the awards: “It was the watch that by far meant the most to me. It was the watch, also, that taught me something about the value of prizes as awards in incentive programs. Because long after the bonus money was spent and forgotten, that watch would signify my accomplishment.”

Soon after winning the watch and bonus, Carlson went on to found his own group of companies, beginning with the Gold Bond Stamp Company. By the time of Carlson's death in 1999, Carlson Companies' annual revenues exceeded \$22 billion. Mr. Carlson was born in Minneapolis, Minnesota on July 9, 1914.