



## What Can We Learn From Spud?

**Yes, there is a business-building message here!**

This dog is named **Spud**; he's a very smart and nice dog. There are *three take away points* we can learn from **Spud**.

**One:** Notice his nose. It's huge! He uses it to **SNIFF** out all kinds of things. We need to look for ways to **SNIFF** out business opportunities!

**Two:** Check out those intense eyes. He **LOOKS** at everything! We need to **LOOK** at ways we can better serve our customers. How can we position our business to **LOOK** different from our competitors?

**Three:** What large ears this dog has! He **LISTENS** to everything. We need to **LISTEN** to those around us. What do our customers and our prospects really want and need? We can learn by **LISTENING** to them for great ideas/solutions