



The Don Hutson Report

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Global Expert on Sales & Negotiations

Volume 2020, No. 14

July 14, 2020

More Wisdom From The Legends

(For the coming issues of The Don Hutson Report, be sure to check out our special offers at the end of the newsletter. Most are complimentary.)

In past newsletters, I have shared with you my love of books. I cannot overstate the power of books and the fact that they are the gift that keeps on giving. A good twenty per cent of my library is made up of the works of noted experts on many topics, but largely focused on success, fulfillment, communications and persuasion.

Enjoy the selected writings (below) from two of my Literary Mentors, followed by my brief commentary on each.

***Innovation and Entrepreneurship* by Dr. Peter Drucker –**

“In mathematics there is no difference between “The glass is half full” and “The glass is half empty”. But the meaning of these two statements is totally different, and so are their consequences. If general perception changes from seeing the glass as half full to seeing it as half empty, there are major innovative opportunities.

For example, all factual evidence shows that in the last twenty years have been years of unprecedented advance and improvement in the health of Americans. All indicators of physical health and functioning have been moving upward at a good clip. And yet the nation is gripped by a collective hypochondria. What we see now are not the great improvements in health and functioning, but that we are as far away from immortality as ever before and have made no progress toward it. Twenty-five years ago, even minor improvements in the nation’s health were seen as major steps forward, Now, even major improvements are barely paid attention to.”

From my perspective, Dr. Drucker’s analysis is that regardless of the topic, the cliché “Attitude makes the difference!” can hold true. There is more value today in “possibility-thinking” than ever before! Seize opportunities to stretch your perspective and innovate!

***They Dare to be Different* by Elmer Leterman** – based upon the chapter in this book about John Kluge.

“After getting out of World War II, Kluge’s first postwar venture, and one which in its own small way set the stage for the communications complex that he heads, was into daytime

radio. Fired with enthusiasm by a Wall Street Journal article on the profit potential of radio, he and a boyhood friend teamed together to build their own AM station in Silver Spring, MD. Neither man knew much about getting an FCC license or starting a radio station. They estimated it would cost \$15,000 to get into the business. Before the station was to get on the air, they had to raise \$75,000 more than their budgeted figure.

Kluge single-handedly sold \$50,000 in airtime to advertisers in the DC market. The station would give away prizes to attract a large, faithful audience and cooperated in community ventures to gain the reputation of operating in the public interest, they grossed more than \$200,000 in the station's first year!"

From my perspective, I feel singularly blessed to have had the opportunity to meet both of these men - who have long since passed on. Here is how I met each of these gentlemen and what a profound impact they had on me then – *and now*.

I was wrapping up a speech in Ft. Lauderdale at a hotel on the ocean and I noticed an elderly man standing by the door in swimming trunks listening to me for the last five minutes of my presentation. *It was Elmer Leterman!* We talked briefly and he said, "You are good young man – keep up the good work! I'm Elmer Leterman." I had heard of him and thanked him for his kind words. What an honor!

When John Kluge was Chairman of Metromedia Corp in New York, his firm hired me to address their annual sales meeting and Mr. Kluge was on the front row. The presentation went well and we communicated later and he gave me a nice testimonial.

I find it noteworthy that in this passage from Leterman's writings, these two great men live on through the power of this book. They both set great examples. Additionally, John Kluge was recognized by Forbes Magazine in the early eighties as the richest man in the world at \$8 Billion.

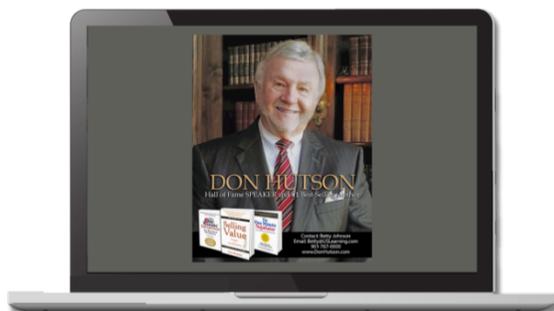
More from the Legends in future issues!

In previous “Don Hutson Reports”, there was a link to my 4-minute video on dealing with the Pandemic. It was one of sixteen videos that I and my fellow Speakers Roundtable members produced for those on our lists. (Your access is free.) I think you’ll want to check them out as there are some solid insights in them! Here’s the link: <https://speakersroundtable.com>.

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