

[The Hot Dog Parable - A New Twist](#)



With more and more focus devoted to how bad we have things, I thought I'd dig up a mini version of the Hot Dog Parable.

The Hot Dog Parable: There once was a man who lived by the side of the road and sold hot dogs. In fact, he sold very good hot dogs....

He put up highway signs telling people how good his hot dogs tasted. He stood by the side of the road and called out, "Buy a hot dog, mister?" And people bought his hot dogs. They bought so many hot dogs, the man increased his meat and bun orders. He bought a bigger stove so he could meet his customers' demands.

And finally, he brought his son home from college to help out in the family business.

But something happened. His son said, "Father, do you not watch television, or read the newspapers? Do you not know we are heading for recession? The European situation is unstable, and the domestic economy is getting worse."

And the father thought, "My son is a smart boy. He has been to college. He ought to know what he is talking about."

So the man cut down his meat and bun orders, took down his highway signs, and no longer stood by the side of the road to sell his hot dogs. His sales fell fast overnight. "You're right son," said the father, "We certainly are in a serious recession."

If you're worried about the man who sold hot dogs, his story has a happy ending. Luckily for him, he had a daughter too. His daughter was able to show him that attitude, commitment and belief are what it takes to change, succeed and even sell hot dogs. After all, there are many folks who still want to buy them, 'recession' or not.

Posted by [Todd & Danielle Millar](#) on
11/17/2008 05:29 AM

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Never heard this before, but very true. I thought that the wise daughter would

also tell him about up-selling. Drinks, cheeze, chili, desserts, etc!

-Jerry

<http://www.ZoomJer.com>

Jerry Aulenbach, REALTOR®, BEd

5:57pm • [#1](#)

NOV

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That was a very good parable. Thank youfor the analogy - I may use it to light some fires.

Lisa Friedman Central New Jersey Real Estate (Pinnacle Realtors)

9:35pm • [#2](#)

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Jerry - Good point! I almost want to rewrite it with your advice.



Lisa - Hope it comes in useful for you!