

**MARK: 4210**

**WELCOME  
TO  
ACCOUNT MANAGEMENT  
AND  
PROFESSIONAL SELLING  
55-733**

**SYLLABUS**

**Sanford  
Room 209**

**Tuesday - Thursday  
2:00 P.M. – 3:15 P.M.**

**Fall Semester 2007**

MARK: 4210

ACCOUNT MANAGEMENT  
AND  
PROFESSIONAL SELLING

|                   |
|-------------------|
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- SALES PRESENTATIONS, ROLE PLAYS AND FINAL TEAM PRESENTATION
- THE MARKETING WHEEL (5 P's)

**Mark: 4210**

Fall Semester 2007

| <b>Month</b> | <b>Week</b> | <b>Tuesday</b>                                     | <b>Thursday</b>                                      |
|--------------|-------------|--|--|
| August       | 1           | 8/14   | 8/16 – Introduction                                  |
|              | 2           | 8/21 – Lecture                                     | 8/23 – Lecture                                       |
|              | 3           | 8/28 – Lecture                                     | 8/30 – Lecture – Brief Due<br>Team Case Presentation |
| September    | 4           | 9/4 – Lecture – Team Case Presentation             | 9/6 – Lecture - Team Case Presentation               |
|              | 5           | 9/11 – Lecture - Team Case Presentation            | 9/13 – Test One                                      |
|              | 6           | 9/18 – Lecture - Team Case Presentation            | 9/20 – Lecture - Team Case Presentation              |
|              | 7           | 9/25 – Lecture – Brief Two – Team Case Pres        | 9/27 – Team Case Presentation – Lecture              |
| October      | 8           | 10/2 – Lecture - Team Case Presentation            | 10/4 – Lecture - Team Case Presentation              |
|              | 9           | 10/9 – Lecture - Team Case Presentation            | 10/11 – Lecture - Team Case Presentation             |
|              | 10          | 10/16 – Lecture - Team Case Presentation           | 10/18 – Lecture – Brief 3 – Team Role Play           |
|              |             | Saturday 10/20 – Terry Sales Competition           |  |
|              | 11          | 10/23 – Test Two                                   | 10/25 – Fall Break                                   |
| November     | 12          | 10/30 – Lecture - Team Role Play                   | 11/1 – Lecture – Team Role Play                      |
|              | 13          | 11/6 – Lecture - Team Role Play                    | 11/8 – Lecture – Team Role Play                      |
|              | 14          | 11/13 – Lecture – Brief Four Due<br>Team Role Play | 11/15 – Lecture - Team Role Play                     |
|              | 15          | 11/20 – Lecture - Team Role Play                   | 11/22 – Thanksgiving                                 |
|              | 16          | 11/27 – Lecture - Team Role Play                   | 11/29 – Lecture - Team Role Play (2)                 |
| December     | 17          | 12/4 – No class – MWF Schedule                     | 12/6 – Final Team Presentation                       |
|              | 18          | 12/11 – Final Exam<br>3:30 PM-6:30PM               | 12/13  |

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| WK # | CHAPTERS                                      |
|------|---|
| 1    | Introduction – Ch. 1                          |
| 2    | Chapters 1 & 2                                |
| 3    | Chapter 2                                     |
| 4    | Chapters 3 & 4                                |
| 5    | Chapter 4 – Test One (Chapters 1-4 & Cases)   |
| 6    | Chapters 5 & 6                                |
| 7    | Chapters 6 & 7                                |
| 8    | Chapters 7 & 8                                |
| 9    | Chapters 8 & 9                                |
| 10   | Chapter 9                                     |
| 11   | Chapter 10 – Test Two (Chapters 5-10 & Cases) |
| 12   | Chapter 11                                    |
| 13   | Chapter 12                                    |
| 14   | Chapter 13                                    |
| 15   | Chapter 13 & 14                               |
| 16   | Chapters 15                                   |
| 17   | Chapters 16 & 17                              |
| 18   | Final Exam (Chapters 11-17)                   |

COURSE SPECIFICS:

|                   |   |                     |
|-------------------|---|---------------------|
| MARK: 4210        | Account Management & Professional Selling |                     |
| CREDIT HOURS:     | 3 Hours                                   |                     |
| PREREQUISITES (S) | Mark 3000                                 | Call Number: 55-733 |

Developing and managing a relationship or partnership with a key or national account. Professional selling, including customer opportunity analysis, problem identification, needs assessment, value analysis, and value-based selling. Contact manager systems and role-plays are used to each selling competencies.

Sales and sales management opportunities exist in a wide range of profit and nonprofit organizations and in product and service organizations, including financial, insurance consulting, and government. People have to carefully match their backgrounds, interests, technical skills, and academic training with available sales opportunities. Training programs vary greatly in form and length, ranging from a few weeks to two years. The typical entry-level job is sales representative. Career paths lead from salesperson to district, regional, and higher levels of sales management, and in many cases, the top management of the firm. An outgoing personality, competitive spirit, and ability to communicate clearly and effectively are characteristics of the successful salesperson.

TEXT: Fundamentals of Selling: 10<sup>th</sup> Edition  
Charles M. Futrell  
McGraw Hill Irwin

ISBN 978-0-07-340469-1

REFERENCE: Sales and Marketing Management Magazine  
Advertising Age  
Harvard Business Review

|                |                    |
|----------------|--------------------|
| Class Meetings | Tuesday - Thursday |
| Time           | 2:00PM – 3:15 PM   |
| Building Room  | Sanford 209        |

## About your Instructor

Name: H. Kevin Ellis  
Office: Brooks Hall/Room 126  
Tel: (706) 542-5582  
e-mail: [kellis@terry.uga.edu](mailto:kellis@terry.uga.edu)

|        |                   |                  |                               |
|--------|-------------------|------------------|-------------------------------|
| Office |                   |                  | Class Hours                   |
| Hours: | Monday - Thursday | 9:30 – 11:00 am  | Mon. Wed. Fri                 |
|        | Friday            | 3:30 – 5:00 p.m. | 11:15a.m. – 12:05 p.m.        |
| P.S.E. | Wednesday         | 7:00 – 9:00 p.m. | 2:30 p.m. – 3:20 p.m.         |
|        |                   |                  | Tues-Thur 2:00p.m. – 3:15p.m. |

Courses taught: Graduate  
Marketing Management (MBA)  
Business to Business Marketing (MBA)  
Marketing Research Project I & II (MMR)

Undergraduate

Marketing  
Marketing Honors  
Sales Management  
Professional Selling  
International Marketing  
Market Research  
Advertising and Sales Promotion  
Marketing Strategy  
Consumer Behavior

Advisor: P.S.E  
Sales and Marketing  
Fraternity

Coordinator: Terry Sales  
Competition

Trainer: National Sales  
Competition

Other teaching  
experience: Macroeconomics  
Microeconomics  
Management  
Business Law

Professional Experience: Field Sales Management (Direct, Distributor, Broker & Retail), Brand Management, Marketing Research, Distribution Logistics, Consulting and Training, Strategic Planning, Marketing Planning and Retail Location Analysis.

Companies: Shell Chemical (New York City, N.Y.)  
Mars, Inc.-Kal Kan Foods (Vernon, California)  
Volkswagen - Porsche/Audi (Wolfsburg, Germany)  
Avon Products, Inc. (New York City, N.Y.)  
Olympia Brewing Company (Tumwater, Washington)  
E & J Gallo Wineries (Modesto, California)  
DLA Associates (Milledgeville, Georgia)

Consulting Experience: Textron/E.Z.Go  
Georgia Pacific (forest products)  
Kroger Company

# MARK 4210

## Account Management and Professional Selling

### Description:

This course provides an examination of the theory and practice of salesmanship. It is designed primarily to give a professional foundation to students who will be involved in personal selling careers and to acquaint those who will be engaged in marketing management with the capabilities and problems of the sales force. Analytical skills are developed through experiential exercises and/or case studies. Sales/selling skills are developed through the research, design and production of a comprehensive sales scenario.

### Overview:

Selling is a process in which all members of a company participate. This participation results in success which is measured in terms of revenue, market share, profitability, and return on equity.

At the core of this sales process is communication; it has been said that 95% of all business problems emanate from mis-or no communication. Every presentation of a new idea, program change, new direction, new product/service requires excellent sales communication skills. Corporations are investing billions of dollars in the development of their employees' communication skills.

The client/customer is truly #1 on the priority list; it costs 5 x as much to attract/acquire a new client as it does to build on your current client/customer relationships.

This is, in essence, what this course is about—growing a business by growing a strong client/customer base.

### Objectives:

Develop an understanding of what selling really is.

Analyze the integration of this function within a company's structure.

Review, analyze, and develop critical sales communication skills

Understand the process of growing a business.

Analyze the prerequisites of successful selling which relate quality & customer service to customer retention and overall customer relationship management.

Understand the teambuilding process and its relationship to the partnering concept

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**Grade Computation**

|   |  | <b>BUDGET</b> | <b>ACTUAL</b> | <b>VARIANCE</b> |
|---|--|---------------|---------------|-----------------|
| <b>ATTENDANCE &amp; PARTICIPATION</b>             | <b>(8 random checks<br/>5 points each)</b> | 40            | _____         | _____           |
| <b><u>TESTS</u></b>                               |  |               |               |                 |
| 1   | (50 questions) + 2<br>Essays               | 100           | _____         | _____           |
| 2   | (50 questions) +2<br>Essays                | 100           | _____         | _____           |
| <b><u>BRIEFS</u></b>                              |  |               |               |                 |
| 1   |  | 25            | _____         | _____           |
| 2   |  | 25            | _____         | _____           |
| 3   |  | 25            | _____         | _____           |
| 4   |  | 25            | _____         | _____           |
| <b><u>TEAM CASE ANALYSIS<br/>PRESENTATION</u></b> |  |               |               |                 |
|   |  | 25            | _____         | _____           |
| <b><u>ROLE PLAYS</u></b>                          |  |               |               |                 |
|   |  | 50            | _____         | _____           |
| <b><u>FINAL TEAM PRES</u></b>                     |  |               |               |                 |
|   |  | 35            | _____         | _____           |
| <b><u>FINAL EXAMINATION</u></b>                   |  |               |               |                 |
|   |  | 50            | _____         | _____           |
| <b>TOTAL</b>                                      |  |               | _____         | _____           |

**GRADING SCALE**

(Based on a total of 500 points  
with plus/minus system)

- 460 = A
- 445-459 = A-
- 430-444 = B+
- 415-429 = B
- 400-414 = B-
- 385-399 = C+
- 370-384 = C
- 355-369 = C-
- 329-354 = D
- <320 = F

20 Points will be added to your total points for participation in the Terry Sales Competition 10/20/07

**PLEASE NOT THAT THERE WILL NOT  
BE ANY CURVING OF GRADES**

1. The test questions will be multiple choice and true/false.
2. There will be 1-2 essay questions with each test.
3. The tests will cover all lecture material, chapter assignments, handouts, and assigned research.
4. Neither the tests nor the final examination will be cumulative [the team project is designed to satisfy the cumulative requirement of this course].
5. **If you miss class, you are still responsible** for the material assigned and discussed during that class period(s).
6. **If you miss a test**, documented proof of an extraordinary circumstance(s) will be required in order to receive consideration for a make-up test.

NO DOCUMENTATION = An **F** grade for that test

7. Students will not be permitted to enter the class once the test starts. **NO ONE WILL BE EXCUSED** (RESTROOM, ETC.) **DURING THE TESTS**.

[Academic honesty and integrity are expected from each student at all times]

#### General Policies and Procedures:

1. Class will begin on time and conclude on time; leaving class early w/o prior approval will count as an absence
2. Class participation are indicative of your commitment and desire to succeed  
  
[There have been **40** points allotted for attendance which will be taken at random **8** separately scheduled class days – there will be a minus **5** points for anyone absent from class on that day]
3. Working on crossword puzzles, conducting sidebar conversations, working on other course assignments, etc. during this class **WILL NOT BE TOLERATED** – these types of pre-professional behaviors are not consistent with the Terry College of Business Academic Standards.
4. If you have or are experiencing any difficulties which will inhibit your performance in this class, we need to communicate.
5. A number of students in this class will be graduating within the next two semesters; it is important, therefore, to keep in mind that part of our focus in this class will be transitional (what you have studied – to what you will be doing).
6. Please turn off your cell phones prior to entering class.
7. Please review the schedule in this syllabus; there will not be any provision for individual final examinations. (The 3 exams in one day exception does apply in Mark 4210.)

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Research Briefs

| Brief #       | Group       | Article  |
|---------------|-------------|--|
| 1             | A.<br>(A-C) | Jennifer Gilbert, "A Matter of Trust," <u>Sales and Marketing Management</u> (March 2003): 31-35   |
| Due:<br>8/31  | B<br>(D-K)  | Jennifer Gilbert, "Image is Everything," <u>Sales and Marketing Management</u> (October 2003): 30-37   |
|               | C<br>(L-O)  | Rosemary P. Ramsey and Ravi S. Soh, "Listening to Your Customers: The Impact of Perceived Salesperson Listening Behavior on Relationship Outcomes," <u>Journal of the Academy of Marketing Science</u> 25 (Spring 1997): 127-137 |
|               | D<br>(P-Z)  | Willem VerBeke and Richard P. Bagozzi, "Sales Call Anxiety: Exploring What it Means When Fear Rules a Sales Encounter," <u>Journal of Marketing</u> 64 (July 2000): 88-101   |
| 2             | A<br>(A-C)  | Marven Jolson, "Broadening the Scope of Relationship Selling," <u>Journal of Personal Selling and Sales Management</u> 17 (Fall 1997): 75-88   |
| Due:<br>9/24  | B<br>(D-K)  | Bennett Vogles, "Survivors: Sales Secrets From 3 Thriving Companies," <u>Sales and Marketing Management</u> (May 2002): 38-45  |
|               | C<br>(L-O)  | Grey W. Marshall, Daniel J. Goebel and William Moncrief, "Hiring for Success at the Buyer-Seller Interface," <u>Journal of Business Research</u> 56 (March 2003): 247-255  |
|               | D<br>(P-Z)  | Kevin Dobbs, "Training on the Fly," <u>Sales and Marketing Management</u> (November 2000): 92-98   |
| 3             | A<br>(A-C)  | J. Conlin, "The Write Stuff," <u>Sales and Marketing Management</u> (January, 1998): 71-75   |
| Due:<br>10/19 | B<br>(D-K)  | Ekin Strout "To Tell the Truth," <u>Sales and Marketing Management</u> (July, 2002): 40-47   |
|               | C<br>(L-O)  | Elana Harris, "Start in the Making," <u>Sales and Marketing Management</u> (March, 2001): 58-61  |
|               | D<br>(P-Z)  | Andy Cohen, "The Traits of Great Sales Forces," <u>Sales and Marketing Management</u> (October, 2000): 67-52   |
| 4             | A<br>(A-C)  | Bernard L. Rosenbaum, "Do You Have the Skills for 21 <sup>st</sup> Century Selling? Rate Yourself With This Exercise," <u>American Salesman</u> 45 (July 2000): 24-30  |
| Due:<br>11/12 | B<br>(D-K)  | Gabrielle Birkner, "Wish List," <u>Sales and Marketing Management</u> 152 (September 2000): 64-70  |
|               | C<br>(L-O)  | Darrell K. Rigby, Frederick F. Reicheld, and Phil Scheter, "Avoid the Four Perils of CRM," <u>Harvard Business Review</u> (February 2002): 101-110   |
|               | D<br>(P-Z)  | Maryann Hammers, "Why Sabotage Yourself," <u>Selling Power</u> (June 2004): 72-75  |

**BRIEF FORMAT**

(typed-double spaced – 2 pages - #10 size font)

TO: H. Kevin Ellis  
FROM: \_\_\_\_\_  
DATE: \_\_\_\_\_  
ARTICLE: \_\_\_\_\_

RE: MARK: 4210

SYNOPSIS:

CLASS RELEVANCE:

YOUR OPINION

\_\_\_\_\_  
SIGNATURE

Team Case Presentations:

- One Team Grade

- Each team (4 members will analyze the assigned case from the text – see team schedule for the case and date assigned.
- The case analysis will be presented to the class via power point – each team member will participate in the presentation
- The analysis will include
  - A. Situation overview
  - B. Sales issue
  - C. Evaluation & recommendation
- A one page summary of the aforementioned should be copied and distributed to each class member (48).
- Maximum time allowed – 15 minutes  
Dress: business

Final Team Presentations:

- Individual grades

- Each team will select a company from the list in the syllabus.
- The team analysis will include
  - A. Company Profile
  - B. Recruiting & Staffing
  - C. Sales training
  - D. Internal Options
  - E. Competition intensity
  - F. Compensation Structure
  - G. Successful sales executive profile
- Shadowing a sales executive from your selected company would be helpful with this project
- Presentations will be in class – power point
- Maximum time allowed – 60 minutes
- A two page brief is required (same format as the research brief)
  - A. Your input
  - B. Class relevance
  - C. Your opinion
  - D. Your signatureDress: Business

Role Plays

- Individual Grades

- Will be conducted by team – individual team members.
- Elements of the sales process
- Each team member will role-play a buyer and a sales person
  - A. Approach
  - B. Needs & benefits
  - D. Asking for order-close
    - Next Compelling EventDress: Business

**MARK: 4210**  
**Team Structure**  
**Fall 2007**

|   |  |    |   |
|---|--|----|---|
| 1 | Alfonso, Alicia Chri<br>Babaskina, Mariya Da<br>Barton, David Joseph<br>Chamberlin, Matthew  | 7  | Montague, William Ba<br>Morgan, Allison Mari<br>Mustonen, Nina Maari<br>Odom, Christopher Le                        |
| 2 | Chewning, Jennifer S<br>Coleman, Teresa Eliz<br>Davenport, Kyle Alex<br>Dempsey, Karla Marie | 8  | Otter, Megan Laura<br>Panetta, Daniel Robe<br>Pawlowski, Jenna Lyn<br>Perry, Jason Christo                          |
| 3 | Dolan, Patrick Raffe<br>Duke, Jennifer Louis<br>Dunn, John Lucas<br>Dzierzak, Jessica Lo     | 9  | Peyton, John Bronaug<br>Render, Christopher<br>Rogers, Julie Buckne<br>Steinberger, Collin                          |
| 4 | Gibson, bonnie Reid<br>Haas, Zachary Philli<br>Hicks, Jennifer Mich<br>Hubert, Jacqueline E  | 10 | Stok, Meghan Elise<br>Tarbutton, Jeremiah<br>Toland, Zachary Ross<br>Vaughan, Mairon Chri                           |
| 5 | Huffington, Brittney<br>Kamm, Megan Alice<br>Keith, Mathew Morton<br>Kelly, Angela Marie     |    | Vaughan, Taylor Robi<br>Wallace, Andrea Lind<br>Ward, Hayley Virgini<br>Wierson, Brent Alan<br>Wright, Robert David |
| 6 | Klaer, Michelle Anne<br>McWilliams, Adam Con<br>Mitchell, James Todd<br>Moll, Corey Daniel   |    |   |

## Monday – Wednesday – Friday Section

| Team # | Case Study – Date * |       | Role Play Model ** |
|--------|---------------------|-------|--------------------|
| 1      | 5.1 P. 172          | 8/30  | 10/16              |
| 2      | 6A.2 P. 219         | 9/4   | 10/18              |
| 3      | 8.3 P. 275          | 9/6   | 10/30              |
| 4      | 9.1 P. 300          | 9/11  | 11/1               |
| 5      | 10.2 P. 332         | 9/18  | 11/6               |
| 6      | 10.2 P. 333         | 9/20  | 11/8               |
| 7      | 12.2 P. 400         | 9/25  | 11/13              |
| 8      | 13.3 P. 439         | 9/27  | 11/15              |
| 9      | 13.4 P. 440         | 10/2  | 11/20              |
| 10     | 14.1 P. 468         | 10/4  | 11/27              |
| 11     | 14.3 P. 469         | 10/9  | 11/29              |
| 12     | 17.1 P. 555         | 10/11 | 11/29              |

\* Cases are in your Textbook

\*\* Role Play cases will be handed out week of 10/2

**CASE PRESENTATIONS**

**MARK:** \_\_\_\_\_

TEAM #: \_\_\_\_\_ DATE: \_\_\_\_\_

DAY: \_\_\_\_\_

TOPIC NAME: \_\_\_\_\_

**TEAM PRESENTATION**

|                      |       |   |   |   |   |
|----------------------|-------|---|---|---|---|
| ➤ Communication      | 1     | 2 | 3 | 4 | 5 |
| Voice:               | _____ |   |   |   |   |
| Eye Contact          | _____ |   |   |   |   |
| Positioning          | _____ |   |   |   |   |
| ➤ Issue Analysis     | 1     | 2 | 3 | 4 | 5 |
|                      | _____ |   |   |   |   |
|                      | _____ |   |   |   |   |
| ➤ Organization       | 1     | 2 | 3 | 4 | 5 |
| Class Handout        | _____ |   |   |   |   |
| Sequence             | _____ |   |   |   |   |
| Time Frame           | _____ |   |   |   |   |
| Summary              | _____ |   |   |   |   |
| ➤ Team Participation | 1     | 2 | 3 | 4 | 5 |
| Transition           | _____ |   |   |   |   |
|                      | _____ |   |   |   |   |
| ➤ Power Point        | 1     | 2 | 3 | 4 | 5 |
|                      | _____ |   |   |   |   |
| Total                | —     | — | — | — | — |

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**Role Plays**

Team # \_\_\_\_\_

Name: \_\_\_\_\_ Score: \_\_\_\_\_

|                      |   |   |   |   |    |
|----------------------|---|---|---|---|----|
| Communication Skills | 1 | 2 | 3 | 4 | 5  |
| Practice             | 1 | 2 | 3 | 4 | 5  |
| Component            | 6 | 7 | 8 | 9 | 10 |
| Transition           | 1 | 2 | 3 | 4 | 5  |

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Name: \_\_\_\_\_ Score: \_\_\_\_\_

|                      |   |   |   |   |    |
|----------------------|---|---|---|---|----|
| Communication Skills | 1 | 2 | 3 | 4 | 5  |
| Practice             | 1 | 3 | 3 | 4 | 5  |
| Component            | 6 | 7 | 8 | 9 | 10 |
| Transition           | 1 | 3 | 3 | 4 | 5  |

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Name: \_\_\_\_\_ Score: \_\_\_\_\_

|                      |   |   |   |   |    |
|----------------------|---|---|---|---|----|
| Communication Skills | 1 | 2 | 3 | 4 | 5  |
| Practice             | 1 | 2 | 3 | 4 | 5  |
| Component            | 6 | 7 | 8 | 9 | 10 |
| Transition           | 1 | 2 | 3 | 4 | 5  |

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Name: \_\_\_\_\_ Score: \_\_\_\_\_

|                      |   |   |   |   |    |
|----------------------|---|---|---|---|----|
| Communication Skills | 1 | 2 | 3 | 4 | 5  |
| Practice             | 1 | 2 | 3 | 4 | 5  |
| Component            | 6 | 7 | 8 | 9 | 10 |
| Transition           | 1 | 2 | 3 | 4 | 5  |

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**FINAL PRESENTATION**

MARK# \_\_\_\_\_  
SECTION: \_\_\_\_\_

TEAM # \_\_\_\_\_  
DATE: \_\_\_\_\_  
DAY: \_\_\_\_\_  
GRADE: \_\_\_\_\_

NAME: \_\_\_\_\_

(20) Mechanics Communication \_\_\_\_\_

Voice \_\_\_\_\_  
Eye Contact \_\_\_\_\_  
Expression \_\_\_\_\_  
Energy \_\_\_\_\_

(10) Team Participation \_\_\_\_\_

Introduction \_\_\_\_\_  
Transition \_\_\_\_\_  
Practice \_\_\_\_\_

(50) Segments – Specifics \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(10) Visuals: \_\_\_\_\_

Power Point \_\_\_\_\_  
Spacing \_\_\_\_\_  
Color Mix \_\_\_\_\_

(10) Input: \_\_\_\_\_

Two Pages \_\_\_\_\_  
Signed \_\_\_\_\_  
Attached \_\_\_\_\_

THERE IS NOTHING MORE DIFFICULT  
TO TAKE IN HAND, MORE PERILOUS TO  
CONDUCT, THAN TO TAKE A LEAD IN  
THE INTRODUCTION OF A NEW ORDER  
OF THINGS, BECAUSE THE INNOVATION  
HAS FOR ENEMIES ALL THOSE WHO  
HAVE DONE WELL UNDER THE OLD  
CONDITIONS AND LUKEWARM  
DEFENDERS IN THOSE WHO MAY  
DO WELL UNDER THE NEW.

