

Everything I ever needed to know about business, I learned at the age of 16 in a business class.

Mr. Davies, the course instructor, was a radical departure from any other teacher I ever had. Rather than starting this class by taking roll and playing, *'let's all get acquainted'*, Davies opened class on the very first day with a powerful, profound, thought-provoking assertion.

"More than half of the business that open in our community—and throughout the U.S—will not survive beyond their first year of operations. In America, if an enterprise of any kind is going to be successful, it must get all 7 aspects of business right."

A smart-alecky student seated behind me sarcastically asked Davies what he meant by "getting all 7 aspects of business right."

Davies quick and simple response silenced him, and it hit me so hard I can repeat it verbatim almost 50 years later.

*"You have to get the **right** product (or service) to the **right** place at the **right** time and the **right** price and promote it to the **right** prospects in the **right** way. If you can do that while treating each and every customer **right**, you will beat the odds and become wildly successful."*

MASTER THE 7 "*RIGHTS*" OF PROFITABILITY

Mr. Davies knew how to light the fires of passion inside naïve teenagers and leave them with a Harvard MBA in the science of business success in America.

Each class period, Davies students examined companies of all sizes and kinds discussing why some were thriving while others were failing. And each lesson concluded with the extreme importance of getting all 7 *rights* right and ending class with a clever one-liner that made each point impossible to forget.

1. Get the right product or service (*be sure there is ample customer demand*)
2. to the right place (*you'll never sell snow tires in Hawaii*)
3. at the right time (*no one wants to buy a brown banana*)
4. at the right price (*all consumers, even the wealthy, are price conscious*)
5. promote it to the right people (*don't pitch to the masses; target your buyer*)
6. it in the right way (*don't advertise hearing aids on the radio*)
7. and treat your customers right! (*be consistently better at servicing your customer than your competitor*)

Very few—if any of the successful businesses I've studied over the past four decades have ignored and/or failed to consistently improve on each of these 7 *rights*.

Likewise, most—if not all of the failed businesses I've studied over the past four decades have tried to cut corners on maintaining one or more of these 7 *rights*. (In fact, the vast majority of those that fail have done so because they've failed significantly on more than just one.)

"MR DAVIES, CAN YOU SEE ME NOW?"

At a unique car and dog wash I designed and opened near my home in 2018, as well as in my speaking and consulting business of 30+ years, I focus on these 7 rights. Every time I have found myself at the crossroads of a major decision, I review the page of notes I took on that first day of D.E. class in 1974 and the answer miraculously becomes very clear.

Mr. Davies taught for 32 years, and he passed away in 2005.

However, his 7 *Rights* have never been more right than they are today.