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Once upon a time, there lived a maiden named Princess Plan A Lot. She spent her days researching kingdoms to call on. She organized her parchment order forms and rehearsed her sales lines.


**P**rincess Plan A Lot had a factory That  
produced the sweetest scented perfumes.

Her factory made the most beautiful pointed  
hats with silk ribbons flowing from their  
tops, and the prettiest custom fitted glass  
slippers in all the land. The moment any  
princess or queen laid eyes on her goods they  
would not be able to resist them and would  
pay any price.







adly, the words of Princess Plan A Lot had never been heard. No princess or queen had ever seen her goods. That's because Princess Plan A Lot had been trapped in the Tower of Call Reluctance, researching, planning and rehearsing for nearly 100 years. She would cry herself to sleep every night and wonder when she would be released from the tower.


Then one day Sir Cold Calls A Lot returned to the kingdom, riding his Prospecting Pony. The pony was pulling a carriage full of gold and treasures from distant lands. Accompanying Sir Cold Calls A Lot was Friar Niche, his loyal prospecting partner.

Friar Niche got his name because he only sold certain things. There were the brown rope-tied robes and folded armed pretzels, the bowl-shaped haircuts for pages and squires, and a close-cut flat top version of this haircut for his fellow friars.







ne day, Sir Cold Calls A Lot was summoned by the King to rescue Princess Plan A Lot from the Tower of Call Reluctance. Sir Cold Calls A Lot rode to the base of this very tall tower and climbed off his prospecting pony.

With the help of Friar Niche, he set up a deluxe retractable tower ladder. Friar Niche had received the exclusive distribution rights to this ladder earlier that month. Once The ladder was secured against the tower wall, Sir Cold Calls A Lot began to climb.

After many steps he reached the tower window where the Princess was trapped behind. The window was protected by thick bars, which could not be moved by this fair Princess. Sir Cold Calls A Lot immediately was able to take down the bars, not with strength but with reason.

He explained to the Princess that these bars were not made of cast metal. The bars were only made up of her helpless thoughts of uncertainty, lost opportunity and despair. Sir Cold Calls A Lot dissolved the bars by simply sharing hope with the princess. He told her about the endless opportunities he and Friar Niche had experienced along their prospecting travels.







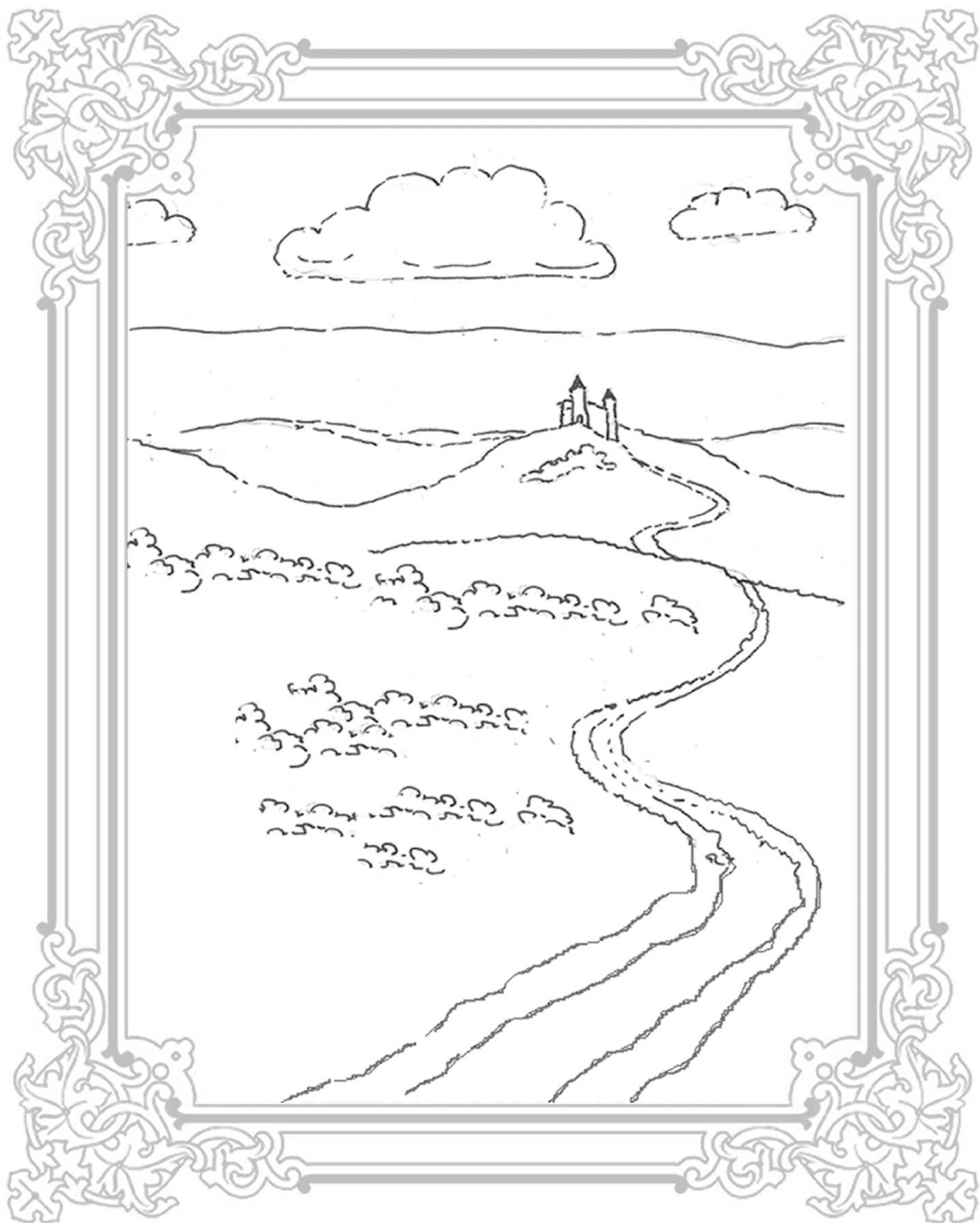
Once rescued, the Princess asked Sir Cold Calls A Lot if he had always brought prosperity to the kingdom. Sir Cold Calls A Lot told the Princess about many years ago when he was a Lowly Sales Squire.

He spoke of three Sales Knights that were revered before him, Sir Laurel Thy Rest, Sir Pitch A Lot and Sir Bid A Lot. He spoke of times of abundant opportunities when the Valley of Low Hanging Fruit provided each of these Knights tremendous wealth with little effort.


ir Cold Calls A Lot then spoke of how the Three Knights stopped returning to the Kingdom with found treasure.

He told her that when three seasons had passed since the Knights' last return, the King sent young Squire Cold Calls A Lot on a quest to find out what had become of Sir Laurel Thy Rest, Sir Pitch A Lot and Sir Bid A Lot.







ir Cold Calls A Lot told of how he began his journey alone and traveled across the now barren Valley Of Low Hanging Fruit.

He recalled how he crossed The Valley Of Low Hanging Fruit and discovered that valley had become a wasteland. The trees were picked clean and there was the awful stench of Deals Gone Bad.

The first person the Young Squire came upon was Sir Pitch A Lot, who was lying speechless and exhausted at the feet of Queen Think It Over. Sir Pitch A Lot told The Squire, “Waste little time with unwilling prospects and remember to Qualify Thy Buyers.”







**H**e told the Princess how he found Sir Bid A Lot next. Sir Bid A Lot was locked in the dungeon of The Sherriff Of Quotingham, half starved and buried up to his neck in piles of RFP's.

This Knight told Squire Cold Calls A Lot, "Seek thy client who is willing to engage thy services before delivering thy quote."

The last knight he found was Sir  
Laurel Thy Rest. Poor Sir Laurel  
Thy Rest had been reduced to the lowly  
status of the Court Jester in the  
Kingdom Of The Lord Attrition. This  
knight said, “Do not put all of thy eggs  
into one kingdom for that kingdom may be  
overthrown and thou will not have any  
other kingdom to sell thy goods to.







**A**fter hearing the lessons of these three knights, he traveled on. Squire Cold Calls A Lot later met Friar Niche in The Forest Of Sales Leads. The squire asked Friar Niche to be his prospecting partner and join him on this quest of diligently traveling from kingdom to kingdom to pedal their wares and serve many kingdoms by bringing them treasure.

**T**ogether they climbed the Mountains of Unqualified Prospects where they encountered many Three Headed Sales Ogres shouting, “Didn’t you read the no soliciting sign?”, “We don’t see sales knights without an appointment”, “We are happy with our present vendor.” but Squire Cold Calls A Lot and Friar Niche were able to tame them.









**T**hey were greeted by Fire Breathing Gate Keepers shrieking, “The King and Queen will not need what you peddle,” whom they were able to charm.

Then finally the Squire spoke of the Security Trolls that growled, “You need to leave this kingdom at once,” whom they were able to avoid.









**T**hey both discovered that once they were able to enter these kingdoms they met the most friendly and loyal Kings and Queens. All of these Kings and Queens admired the courage of Squire Cold Calls A Lot and Friar Niche. The Kings and Queens listened to what they had to offer and consistently bought their wares.

**A**fter years upon this journey, Squire Cold Calls A Lot consistently returned with treasure for the kingdom and was revered by the commoners. He was recognized by the King and knighted Sir Cold Calls A Lot.





**S**ir Cold Calls A Lot lived  
comfortably and prospected  
Happily Ever After.

**The End**



