

## **“Cloudy Day Discount.”**

Here in New Jersey, our coastline is referred to as “the shore”. Not the coast or ocean or beach. The shore. During the summer months, parking at the shore is almost always at a premium. That is, some enterprising company or municipality will charge you to park your car within walking distance to the ocean. Depending on which community you decide to visit, the parking fee could range from \$10 to \$25.

This story is about a coaching student of mine named Shelley, and her prodigious chutzpa. She is on a fast track, and one of the least fearful people I know when it comes to asking for what you want. One day last summer, Shelley and a group of her friends are pulling into a parking lot at the shore. It’s not the sunniest of days; in fact, you could even call it overcast. As she pulls up to the lot attendant, she rolls down her window and promptly hears, “That’ll be \$23 for the day.” She then proceeds to ask the equivalent of, “Would you like fries with that?”:

**“May I have a cloudy day discount?”**

Yup, you guessed it: she paid \$12 for the day. Not \$23, but \$12. Hey, it was cloudy.

The point here is that Shelley asked. And she continues to ask and receive. I would hate to meet up with her in a dark alley called “Asking For What You Want”. She’d win every time.

So...are you asking for your “cloudy day discount”?

**Your Success is My Business**

Jim Charette  
973-537-8848