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“In the ballpark!”

*It's the top of the 9th.
Your team is down 1 run.
Bases are loaded.
There are two outs and the count is full.
You are at the plate, representing your team's best hitter.
You are cool, confident and ready to crush that next pitch.
Here's the pitch . . .
You make contact and there goes the ball - - - back, back,
back, way back!!!
This ball is - - - - In the ballpark!*

The runner from second and third score and your team wins the game!!!

Ever been in that scenario? Bet you would have preferred a home run. However, I believe that anyone will agree that winning the game was more important than getting the home run.

Now Mark what does that have anything to with business and more important my relationship with Bay Corporation?

Well, let's say that the runner on 1st base represents the cheapest price, the runner on 2nd base represents dedicated customer service including timely shipments and the runner on 3rd base represents great product quality. So applying this to our baseball story the dedicated customer service and great product quality "runners" scored. Again, you may be thinking that you would have preferred to hit a home run and get the cheapest price as well. But the "value" was in winning the game?

A few months ago, I was discussing an order with one of my favorite customers. As we were hashing out the details, he joked with me that if I didn't "behave" he was going to give the order to one of my competitors. I asked him why he would do that and his responded saying that their price was a little better. After prodding him on a little further, he said that he was just kidding because he really enjoyed the great customer service and product quality we give him. Then he said, "Besides your price is 'in the ballpark' anyway and that is all that counts."

We all aim to win the game. Bay Corporation is here to serve as your valued teammate.