

On Leading a Mobile Fund Team in California -- Granariums

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Sara Reinhardt explains granarium making to Reverend and Mrs. Moon

It seemed a big responsibility when I became commander of the San Francisco Mobile Fund Team in mid-March 1974. Even though the team was only six or seven people, I was a bit apprehensive at first. However, with a little experience, I became more confident, even bold, despite some vexing problems.

The most important (though not necessarily the most difficult) was timing and coordinating of the placement of sellers. Initially, I had six sellers, which I usually distributed in three pairs. Typically, however, it would take 20-30 minutes between delivering one pair and the next pair. Thus for three pairs it took 1 -- 1 1/2 hours. Since at first I made meeting times with sellers 1/2 hours apart, it kept me driving all day long, more than even a taxicab driver would do.

One morning, through a review of the sales records, I found that the daily income had dropped after I came. This was almost entire day because the team's selling hours per day had decreased from 35 to 31. Discussion with the team revealed that the previous leader dropped them off for three to four hours at a time; furthermore, the sellers preferred the longer period. So I changed the policy that way, and soon the daily results increased.

After we took over granariums the daily total approximately doubled, because granariums have some very intriguing qualities in selling.

However, another problem was soon seriously apparent in the location of good selling areas. Business and industrial areas were found to always bring better results than apartments and even shopping centers. However, the total quantity of business area in all of northern California is a finite amount. For candy and peanuts, it is not too important, because the same places can be profitably revisited after a month or two. However, granariums are different in that they don't get consumed as do candy and peanuts. This means that once an area is sold granariums, it cannot be revisited as profitably for a long period... until people

change jobs. Within about a month, all the better business areas everywhere had been sold granariums, so I considered switching the team back to candy and peanuts.

Of course, in any city there is much residential area. However, perhaps partly due to loss of time going from house to house and then finding many people not home, it was less profitable even for candy and peanuts.

Granariums were virtually unsalable in residential areas. As an example, two of our best sellers, after doing outstandingly well during the day, got no results in a residential area that evening with granariums.

In addition to selling, we also maintain a spiritual base. Most mornings before breakfast (except for special situations) we would study the Divine Principle for an hour, allowing some time for questions, comments, and discussion at the end of the period. We learned various points with more interest this way. On Sunday mornings we also had a reading of someone's speech about deep things in the Principle, or a sermon, etc. Usually we would go out to a park somewhere for this and have a picnic brunch afterwards.

Aside from all this, I found it a real challenge to elicit the best cooperation possible of the six sellers who were objects to me, as each one's personality is unique. This was important for deciding how to pair two sellers together anytime in going out selling. I usually had two sellers take opposite sides of a street, or round the block patterns.

Once I announced a decision I tried my best to stick to it. But sometimes unexpected considerations arose, often of a personal nature, which could force a change. I resolved no matter what, even in case of surprise, some decision must be made! This continual situation every subject must face, and the higher his responsibility the more difficult and serious it becomes.