

Under new management

When a business is sold or taken over by a new owner, it often changes its management team, and when that happens the new team usually goes out of its way to hang on to the old customer base. THAT'S just smart business sense. Unfortunately, that's not the way American politics works. Many politicians, especially those on the Left think of themselves in the mold of 'takeover specialists' - you know those hired guns that come in and clean house by removing marginal employees, selling off divisions, revamping logistics, etc.

But there is one big difference between professional politicians and professional businesspeople. Politicians don't really care about what is already working; they're more concerned with settling scores and don't give a damn whether or not their decisions will produce the desired results. Many of them on the Democrat side operate as if they have a 'mandate' (a favorite word of theirs) for change. We will soon see this play out in a couple months if and when 'good old Joe' takes up residence in the White House. His team is already setting the stage for the 'grand reunification reset' of America and expects every citizen to play his part in the new *Leftward ho* ideological wagon train that will be rolling into a community near you.

If Joe and his team had ever managed anything other than their own fund-raisers they would know that before any customer buys what a seller is selling, a fair amount of information or advertising has to pass over their thresholds. Platitudes won't cut it. Neither will slogans like 'Build Back Better'. If you want an old loyal customer to stay on board, you're going to have to convince them that their favorite products are still going to be available, that your prices are going to be reasonable and that they will actually LIKE doing business with you.

Reducing store hours, raising prices and telling your customers that you're not going to stock their favorite items anymore AND that they're going to HAVE to buy from you because you've bought up the competition and are the only game in town isn't going to garner any goodwill with them.

Yes, you can advertise and do fancy ads with catchy slogans, but like a woman scorned, you won't win her back with a bouquet of plastic flowers and a weak apology or a two-for-one sale. At last count there were 74 million of these old customers that weren't impressed with what the Democrats were selling and they voted to return all Republican Congressional Representatives (and then some) to the House. For them, this wasn't a Pepsi versus Coke taste challenge. This was a Jim Jones Kool Aid cocktail versus three fingers of a single malt scotch. These are tough, discerning customers. They've had the wool pulled over their eyes before and they can tell the difference between empty rhetoric and promises kept.

If the Democrats really want to do business with THESE people they had better drop their pretenses and start thinking about what 74 million angry people could do to *their stores*. I'm not talking about million man or million woman marches. That's just window dressing for the media that probably wouldn't report on them, anyway, if they were to happen. I'm talking about serious stuff like boycotting corporations that are in bed with the Left and canceling accounts with social media companies that are censoring their posts. I'm speaking of organizing en masse opposition participation at the grass roots level by attending school board meetings, town halls, city council hearings and by speaking out at these gatherings.

I'm talking about talking back and talking loudly...with passion and with intensity. Hey, Democrats. Disgruntled people vote with their feet. Get it? If, for example, you hike their property taxes they will move or they will make you miserable. If you overregulate their lives and push them too far, they will push back. Unhappy customers will use your own methods against you. You will be criticized vigorously and often and you will be shamed, publicly. Angry customers are NOT what you want, believe me.

Many of them know what it's like to have to fight for their rights in the shadows. Eight years of Barack Obama and Joe Biden and their 'Hope and Change' duplicitousness taught them how to survive and not lose faith. These are not people you want to try to con or buy off. They've seen an Administration and a President that has actually kept its promises and made America Great Again. They bought into an America First sales pitch...and it paid off. They're not going back to being outcasts or pariahs without a future and they're not going to give in or give up without making their voices heard. And, yes, they are bitter clingers, and while they may be 'deplorables' to you, they have bonded with one another and are stronger than ever. They know how much power they have and they are not going away.

So, Democrats, if you're serious about wanting these customers back, you better suit up and bring your 'A-game.' Oh, and Mr. Biden, you had better remember THIS...the customer may not always be right, but he is always the customer and you're going to have to give these customers something worth buying.

Stephan Helgesen is a retired career U.S. diplomat who lived and worked in 30 countries for 25 years during the Reagan, G.H.W. Bush, Clinton, and G.W. Bush Administrations. He is the author of ten books, four of which are on American politics and has written over 1,000 articles on politics, economics and social trends. He can be reached at: stephan@stephanhelgesen.com