

SELL

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MARY ANNE JACKSON

Positive persuasion

Mary Anne Jackson's five-year-old company, My Own Meals Inc., is thriving—and it's largely due to her powers of persuasion.

Her first sales hurdle was convincing people to put their money into what was an untried concept: nutritious meals for children, in boilable pouches with a long shelf life. Her solution: Get on the telephone. She spoke to nearly 300 people, stressing her eight years as an executive at Beatrice Foods. Today, the Chicago-based company has 80 shareholders, who've invested more than \$2.5 million.

Next, Jackson went on a campaign to woo grocery store buyers, who could, in turn, sell their corporate buying committees on the product. Now, My Own Meals is in 1,000 supermarkets in 15 states.

—Eugenie Allen

