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What's In It for Them?



Joe Nuccio at uptown Dallas condo.

This is a very import idea when going into almost any situation. If you are a giving-type person, you are always thinking of others. But most people aren't hard core givers so you need to focus even more on what's in it for the other person. If your child comes to you and says, "I want a new iPhone, please buy it for me." Depending on parenting (or financial situation) you may or may not consider the request. Now have that same child come to you and say I'm going to do certain chores for a month and then I'm going to come back to you and ask you to consider buying me an iPhone. It's a whole different level of chance of getting that iPhone. People always want their way or material things, but they rarely think about what's in it for the other person.

A good friend now, but I didn't know him six years ago, is Joe Nuccio. I love Joe. He's such a solid guy! He runs ASG Security, the ninth-largest alarm company in the U.S. Joe is so unassuming and honest he's a breath of fresh air. I wanted to do business with ASG. I wanted Joe to buy gear from me and I would get paid a commission. Great for me but.... What's in it for Joe? Everyone wants to sell Joe gear and get paid, stand in line! So I said to Joe, "It's great to finally meet you. I've heard nothing but great things." I stated that in the future I want to sell him more equipment, but I haven't earned that right or trust yet, so what could I do for him? What's in it for him to want to do more with me? Joe said he was looking to buy a lot of alarm companies in Texas and if I could help him with that he would both appreciate it and pay me a commission. I said thank you for the opportunity and that I would be in touch very soon. Of course, I wrote a thank you note right after our meeting. Joe just gave me the key to the front door of how to do more business with him. That occurred because of not leading with what I want out of our relationship. Instead, I chose to ask what he needed?

Like Zig Ziglar says, "You help enough people get what they want you will get what you want" I first heard Zig on an audio tape when I was a 22-year-old struggling sales person. I really had a hard time with what I was hearing coming out of my cassette player in my old white Saab 900 car. Here I was broke, not very good at my job, newly married and now I had to go help everybody

else get what they wanted and then, in the end, I would get what I wanted? Are you kidding me, Zig? The more Zig talked through my stereo, the more that concept made sense. So from that day forward, I tried to always help bring value to others. I made others my priority and rewarded myself last. That formula has worked like a champ! The great byproduct of helping others all the time is people tend to really help you out because you don't come off as self-centered or the all about me guy. By always having this mental framework I feel it's been a much easier path to achieving my modest level of success. There's a great joy in helping others and in my case a lot of monetary rewards too.

Back to Joe, by resisting the urge to be selfish, I now have a very close friend. A friend for life. I sold alarm companies to ASG and got paid over \$250K in commissions and sold them many more security products for many years. Just recently ASG merged into another alarm company called Protection One. I'm happy many of my friends at ASG, Bill Rose, Bob Ryan and my favorite CFO Ralph Masino had a very nice payday. I enjoyed a nice financial gain by simply asking what I could do for them first, then doing it!