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Find the "Why"



**When I met Crystal and her two children Garrett and Haylee
that became my "why"**

Many times the "why" is far more important than anything else in the process. You show me someone who has achieved a high level of success for a long period of time and I guarantee you they had and have a huge "why". My first "why" in life was growing up seeing others have more than me for no other reason than the family they were born into. I wasn't mad or bitter; I was thankful I was a healthy American and knew where I started had nothing to do with me. I was happy I was in the game of life! It was just a starting point and that everything from that point on was up to me.

Some people started ahead of me some started behind, all of us had zero to do with that. If you are a young person, embrace this fact! So my early "why" was I didn't want to lead a poor financial, personal, or spiritual life. Period! I wanted to enrich myself in every aspect of my life. I wanted to enrich others along the way. With employees and people, I'm trying to build business relationships with I ask a lot of questions so I can understand their goals and dreams. I want to know what they are passionate about and see if we can align our "whys".

Ben Cornett and I joked that all success in life is figuring out what someone wants and helping them get it. We called it being a Dream Maker; if they wanted to race a car on a track, then set sales or revenue goals and reward them when they hit it. Ben, being from Louisville, Ky., made the annual first Saturday in May, the Kentucky Derby, his personal reward zone. Through the years, he took hundreds of customers and their wives. Sounds like he spent a lot of money, right? No, everything was free because the increase sales from the customers created profit that paid for it all and then some. I've made a ton of memories with special events for customers.

Just a few days prior to this writing, Chris Bartlett, a superstar salesman from Hawk Security, took his 4-year-old son Zach to his first Cowboy's game, courtesy of PAR Products. This happened as a thank you to Chris for selling a ton of our security gear. Everyone wins, except the Dallas Cowboys on that day. Think about it. If you help someone with their dreams or their why

or whys you will build a tremendously loyal following. Small little example is my buddy Chris Wilkens from P3. The most important thing in his life is his family, which consists of his wife and two daughters. His WHY is his family? So Chris tells me his daughter just won a national championship in volleyball at Disney World. Wow! His “why” just had a monumental moment, so I offered to design, print, and ship championship T-shirts for him for nothing!

My why? I love helping great people with their whys. Then I asked a question? What are you all doing for the tremendous coaches who sacrificed, taught and mentored these young ladies? He mentioned a few things and I suggested having the girls autograph T-shirts and put in a shadow box and give to the coaches. Chris loved that idea. The girls get the shirts any day now and I'm as excited as they are!! I can't wait to see a group picture. Who knows what will be going on the day that pictures pops in but when it does what a great energy boost (happy bomb) that's going to be! Find your "why" and help others achieve their "why".