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Happy Bombs



Dennis Dop and I celebrating a great year. Sent this picture to him right after that night. Great little happy Bomb!

Original idea here. I've stolen a bunch of other ones, but this one is an original! Love happy bombs, kind of a crazy word but been calling them that for so long it would be like changing your dog's name when it turns 10 years old!

When I was a young sales guy in early 1990, I was super active in sending out thank you notes. I had a competitor who inherited a great territory with a ton of commission dollars occurring monthly. He was lazy and coincidentally sleeping with a girl that lived three doors down from the townhouse I lived in Fort Worth, Texas. Often times I would be walking out of my home with a handful of hand-written thank you notes, gifts, and other follow-up items to be mailed that day. While my major competitor was still in bed, I was off to go see more people to sell more gear. One day it dawned on me that in two to three days all those letters, gifts, and notes were going to go off in customers' office full of happiness and thankfulness.....like little Happy Bombs!

I'm in the full-time business of being thoughtful and appreciative so I mail out and have mailed out so many thoughtful things weekly that I literally forget that I've done it. So then the Happy Bomb goes off at the person's home or office and sometimes you hear nothing (like a dud bomb) but lots of time you get a call, text, picture, email of their happiness to have received whatever it is that was sent out. The crazy thing about these happy bombs is the timing is amazingly good. If I could remember all of the stories, I could write a book about just that, crazy great timing!

Couple stories, one happened today, I get a call from an important product line, JVC. My buddy Bob Schiendler from New Jersey runs the division at JVC that we help sell his security video cameras. He calls and tells me we have a major problem. We have a huge school district that had a bad employee (embezzled \$7M) and now they want to return \$100K worth of gear and, of course, they want to do this two days before Thanksgiving which is also 4 days before the end of the business month and 35 days before the end of the fiscal year. Bob, Ernie Quintana (my right hand superstar at PAR) all get on the phone. We formulate a plan and we will make something happen. We addressed the problem right

away like professionals and Bob is thankful. So...What shows up literally 52 minutes later in Bob's office? It was our hand-written Thanksgiving card with a great fresh nuts and chocolate basket in the shape of Texas that was sent out five to six days earlier. So Bobs sends me a nice email thanking us and telling us the gift was unexpected, not necessary, but greatly appreciated, asking how did we know nuts were his favorite? I'm telling you that's the way happy bombs work. They literally know when the receiver needs a little "pick me up" and BAM!

We will resolve the business challenge, but crazy timing is the norm on Happy Bombs. A funny happy bomb blunder of mine was when my good friend Don Allen (successfully ran and owned a string of alarm companies and literally has never lost a nickel in business that I know of!) his son Andy Allen (a great competitor and friend) had a death in their family. Don, father and, therefore, Andy's Grand Dad passed away after a long successful life. I have always, since the early 1990s, had a ton of follow-up cards (like 100 on-hand, always) for every imaginable scenario, happy or bad, that needed to be addressed or followed up on. I mailed Don and Andy each a sympathy card, but they are father and son so I wanted the cards to be different. I grabbed two different from my stash, wrote a kind message and mailed them off. Never thought twice about it. A few weeks later Andy comes up to me at a trade show and said I got to tell you both my dad and I greatly appreciate you thinking of us, but your card to me couldn't of showed up at a better time (think happy bomb.... I will think embarrassing bomb). Andy says, "The family was gathered at my house and we were all a little down and I opened the card you sent me with the kind words, then the whole family busted out laughing when we realized you sent a, sorry for the loss of your pet card. Old Grand Dad could be a bit of a dog in his younger years!"

How embarrassing but they knew me and knew that I would have a card for that too, just got mixed up! But just like most Happy Bombs they tend to show up just when someone needs a pick me up! Happy Bombs can be anything from, birthday cards, anniversary card, thank you cards, thoughtful gifts, or my favorite... funny or joking gifts. It's such a great feeling knowing

that almost multiple times a day something is arriving at someone's place that we put into motion to benefit them. The energy you receive from happy bombs is truly a gift for the launcher as much as the receiver.