

# 10

## **Solve Your Way to Success**



**My friend Chris Roberts from Global and the famous Zig  
Ziglar.**

Solve problems don't create problems. You will make more money and be happier in life by asking customers what their problems are and solving them, than creating problems for them.

I know this sounds elementary, but most people don't solve problems for their clients, let alone go the extra mile and ask the client what they are missing or what challenges they are facing and need help with. I have a great customer who had a giveaway item that was being discontinued. The item was a fire resistant power strip. The power strip was the toy in the "Happy Meal" of their high-dollar smoke detector sale. It was the low cost extra item that helped folks say "yes" to the bigger sale. I tried to source a new fire strip but couldn't get right on price and, more importantly, the attached equipment warranty.

The power strip insured and promised to pay for anything damaged that was plugged into the strip. So the search began for a \$10 give away item that made sense to their core business. Most sales reps would walk away and wish them good luck, but I've learned there is money in solving client's challenges. After racking my brain for fire-related items and striking out on price and relevancy, I came up with another item that alerted you when there was trouble in the home: Water damage. Next step was sourcing a water sensor that wasn't on the market, looked like a smoke detector and was very affordable. Because of helping a client I now have a new line of profitable water sensors. But more importantly, I have a much closer friend and customer Chris Roberts, and I'm sure I will get first crack at the next product they are looking to source.

I involved Haylee and Garrett, our kids that we have raised together. I walked them through the sourcing, logo, designing, website, the box, etc. Then I give them 25-cent royalty per unit sold. It taught them about customs, and what our costs and profits are. I'm excited in about three weeks they will receive their largest royalty check yet; \$1,250 each! Its exciting teaching them about business and actually having some of that profit go towards their futures! (Update. The kids have now had six royalty checks in less than two years.)

There's no money in NO! If you chose to always pass problems to someone else, realize that someone else will always be paid more money than you. Now if you are the person who can solve problems, minimize problems, or fix problems, you become more valuable. When you add value, you become more valuable. In Chapter 1, I wrote that you would be crazy to think extra should come to you without giving extra effort. The same is true here. If you are constantly passing problems down the line and expect to do better in life, you are fooling yourself. Again in the dictionary, the word solving comes before success, just like it does in life!