

# David Cook

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## SUMMARY KEYWORDS

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01:55

Oh well, thank you very much. Hello everyone, I am so happy, so proud, thrilled, honored to be here talking to everyone. And I want to say congratulations to all your graduates, I sincerely mean this. I know you've worked so hard. I have a son who's in college, I went to college, I know what it's like, it's so much work, you know. And now you're graduating. And like I said, Congratulations, congratulations. So you're graduating. So the thing is now everyone, you are now involved in sales, okay, I don't care what your major was what you did over here, what you did over there, this, this, this and this, you are now involved with sales, you are going to have to sell yourself, you're gonna have to sell yourself to an employer, you're going to be going on interviews. And that's what this is all about. When you go in that interview, you're going to ace that interview, you're going to be a star. Okay, so here we go. All right now what I'm going to share with you here, excuse me, what I'm going to share with you it's a three, it's a three part process on getting hired is three steps. And the process I'm going to share with you was getting given to me by a very successful real estate developer friend of mine in California, this process was given to him by a recruiter decades ago. And he has used this product process nine times throughout his career. And by using this process, he was hired eight out of those nine times. And a few of those times he was hired right on the spot. Okay, so what I'm giving you is solid, it's there's a, there's a theory, there's steps to doing this, as you're gonna see here in a second. Okay, now, step number one, and we're going to break this down. Okay, step number one to this process is write down every positive statement, you can think about yourself, go home tonight, sit in a quiet room, whatever it may be a write down every single positive statement you can think of about yourself, there may be 1020 3040, whatever it may be, but write them all down. Step number two is write down all the times you have achieved a great sense of accomplishment, things in your life or in school or whatever, you know that you really felt good about yourself, you really accomplished something, you know, and

write them down. It may be 1015 2030 things, whatever it may be, but make sure when you do this, you're in a nice quiet spot at home and nobody's gonna bother you. You're just sticking up on all this and you're writing them down. Now, step number three. What you want to do is there's a method to the madness, okay, that that's what I where I'm going with this, but this process works and it was given to us, let's just say by a recruiter, it works. Okay, now number three, you want to match your positive statements in step one, with the sense of accomplishment in step two. Okay, now, like I said, we're going to break This down right now and always, always I have this written down here be confident confidence is power. Always remember that. Okay, here we go. Now we're gonna break down step one. Okay? So you're gonna go home tonight, okay, you're going to get a quiet spot. And you're going to write down every positive statement, you can think up about yourself. And usually you can use single words, short phrases, whatever it may be. Here's some examples. Create a problem solver. That's a positive statement self motivated. That's a positive statement. goal oriented, that's a positive statement. Okay. And there's more and more and more and more and more and more, but that there's three. Okay, so we'll start with that. So three positive statements. Now in front of each of these positive statements, put these two words I am very important I am that the words I am are extremely powerful. I've written an entire chapter on I am, you can go to Google you can look up the power of I am those two words are extremely, extremely popular. So anyways, so put, I am in front of these positive statements. So like, you know, I am a creative problem solver. I am self motivated. I am goal oriented. Okay, so write out all these positive statements, put the words I am in front of them. So that's step one. Okay? Now, here's step two, you want to write down all the times you have achieved a great sense of accomplishment, where you really felt good about yourself. You nailed it, you did something so great. It's like, wow, you know, so you write those, write those down. For example, you know, as an intern, I showed a company how they could save time and money. That's a sense of accomplishment, you showed someone how to save time and money. Yay. Who doesn't want to do that? Okay, another thing, you worked on a class project that you helped to complete two months ahead of schedule. Yeah, another great sense of accomplishment. And I graduated at the top of my class due to my dedication and hard work. That's a sense of accomplishment. Now, right here, I created a project in school that is now used. As an example for all students. There's a great sense of accomplishment, right down here achieved Awards for Outstanding Performance as an intern. Another great sense of accomplishment, because you see these years, since the accomplishments that you're talking about here, to your interviewer to your new employer, your accomplishments are seen as benefits siran circling right here, I don't know if you can see my arrow, but I'm circling right here. your accomplishments are seen as benefits to your employer. So when they're interviewing you, you know you can save time and money. Well, who doesn't want to do that? You know, finish something two months ahead of schedule. Wow, very nice. dedication and hard work. You know, these are all major accomplishments, accomplishments. I mean, you'll

think of many on your own, but these are, these will get you start. Let's just put it that way. Okay, so that's step two, excuse me. Now, we're going to go into step three. Okay, that is step three. Now what you want to do, you want to match your positive statement, step one, with the sense of accomplishment, step two, okay. For example, and this works books, it's been proven a million times over. Alright, here we go. I am a creative problem solver. Okay, step one, okay. Now you got to follow this immediately, by the way. So here we go. I am a creative problem solver. Followed by for example, while as an intern at XYZ company, I created a new system that allowed the company to save a great deal of money and time, this system consisted of duck, duck, duck, duck, duck, what, whatever it is, then you go off from there. But you have your awesome, incredible opening line. And then you follow it up with exactly what you did to save this time and money. Now, practice a one minute speech in front of a mirror one minute, two minutes, one and a half minutes, you know, somewhere in there, you don't want to go too long. Anyways, but practice this one minute speech in front of a mirror until you have this pitch down cold. Practice it, you know, in front of family members in front of friends, whatever it may be, but have it down cold, because I'm going to tell you right now, and you know this as well as I do, you're going to get that dreaded question when you walk into the interview. And that question is going to be well tell me about yourself. It's gonna happen. It's like, Well, tell me about yourself. So the thing is, you're not going to be sitting there going, Well, you know, you know, I like to play music and, you know, I enjoy I enjoy a nice strolls on the beach, you know, you're not gonna be saying stuff like that. You're going to be prepared. You're going to be on it, you know, because the person who gave this to me I gotta tell you, I remember him telling me he was on an interview, he was one of the heads, the library, and it's not called the library that the biggest building in Los Angeles, he was like the head designer on all of that. And, and he got hired, over many, many, he was hired on the spot for that to be the designer of that building. Because of this system. He was hired on the spot. And he walked in, and he told me, he says, you with all those people out there getting ready interview, you might as well tell him to go home. I'm your guy. And he used this system right here. And then he told me that, sure enough, he says, The guy said to him, okay, well tell me about yourself, you know, and he says, that's all I needed. And he had his pitch all laid out, you're not going to be stumbling, you're not going to be harmed. So now's the time, you know, I know you're great. You did well, in school you studied you got your product down in your head, you know what you can do? Now you're going to have to sell it, okay? But this is what you do. So, excuse me. So the thing is to do it, that's step one, step two, but have that wrapped down, you know, boom, alright, I'm a creative problem solver, for example, was an intern in XYZ company, I created a system that allowed the company to save a great deal of time and money, you're just going to fire fire this at someone and they're going to be like, Oh, my gosh, listen to this guy, you know, they're going to be extremely impressed. Okay, so I'm going to taste something to the person who is interviewing you, okay? All anybody's ever thinking this, what's in it for them, this

person interviewing you, they want you to do a good job, because they don't want to keep interviewing people. But when they're interviewing you, all they're thinking about is the ball man, they better get a great hire. Because there's nothing worse than a company hiring the wrong person. They go through a month, two months, three months, four months, six months of training this person, then they find out it's the wrong person. They just spent so much time and money and they got the wrong person. So what do they have to do? They have to start the whole process all over again. Okay, the person interviewing you what they want. So the recruiter, what they want someone to see the seat of them is, oh my gosh, where did you find this person? This person is awesome. That's what they're looking for. They're looking for you to come in and be awesome. And blow them away. So their boss is gonna say, Wow, great, hire what you find the sky. So this is how that's going to happen. This is going to how you're going to show that person that you're good, you're solid. So do this. And that's step one, step two. Okay, we're gonna go to the next slide here. Here we go. Now, your attitude on the interview,



12:47

you got to be walking. They're extremely competent, extremely confident, because people respect confident people. I've written chapters on how to build your confidence, how to walk in just feeling like you're on top of the world, knowing you're going to get that job, you have to expect it, you have got to have a feeling of expectancy, like you know, you're going to get that job. And then another thing that looks sharp now this this May, you know, it may be common sense, okay, but not that many people think about it, you know, I had to put it in there. Because it's so important. You want to look sharp, because think about this, would you rather hire a successful looking person, or unsuccessful looking person, person, of course, a successful looking person, right? So it looks sharp look sharp. Like I say, it may seem like common sense, but just remember, look sharp, razor sharp. Now the thing to be early for your interview, it's better to be one hour early than one minute late. Definitely be early. Another thing you want to do too, before you go over an interview anywhere, you know, drive to the place Drive, drive around the building, where you're going, you looked at the parking lot, know what it's like, you know, get the whole feel for the place. I mean, do this like a couple days before your interview. If you have to go up an elevator to the offices, go check it out. So you already this this will lessen any stress, it'll give you more confidence. Go see where you're going before you go there. So when you get your car on the day of your interview, okay, you got step one, two or three down home, you got it nailed. You've been rehearsing in front of the mirror in front of your family, you're sharp, you've got it, you're already going to know where you're going, you're already gonna know where you're going to park. These are crazy little things that you don't have to think about. Because those things can get in your way. You just want to go in there practicing your line. You know, I'm a Creative Problem Solver that for example, I

saved the company time and money when we invested if you want to be rehearsing your lines, so you come off strong. Okay, now here's another one. Gives me knowledge about their company. You have to know that Once again, this may seem like common sense, but it has to be said, knowledge about their company, you have to know everything there is to know about their company, everything where you're looking to work and add benefits, you got to know everything there is to know about their company and the person who is interviewing you. Okay. So when you're in your interview, you know, you want to you want to say things like, you know, I was reading, you know, that you were thinking about merging with such and such a company? I mean, how's that going? They'll look at you like, Whoa, this guy's done his homework, you know, they're gonna want to know that you're into it, like you know about them, your hearts into it, you know, you are ready to do it. Or you're planning on getting some other products going in, in the second quarter? How's that going? You know, you ask these questions. They're like, Oh, my gosh, this guy is this guy, or girl, this guy or gal? Very, very into it, you know? And then another thing, excuse me, you got to know the person who's interviewing you. As we all know, social media. There's everything LinkedIn, Facebook, this that, that the VA, whatever type in the person's name, Google it, you know, know everything there is to know about the person who is interviewing you, everything. Go on LinkedIn, you may see like, are they you know, like the fish these purse interview interview, you likes to fish. And you can bring it up. You know, I noticed you like the fish. And of course, I went on LinkedIn and you know, checked out there and I like to fish also, boom, you're bonding. Okay, now you like to fish, they like to fish, you blew them away with that opening line there. They're already sold on you. You really do want to get these people thinking, because they don't enjoy interviewing people. It's like, ah, I've got to hire somebody, oh, no, I hope somebody comes in and just blows me away. They want to hire you. And they want to get rid of all those people sitting out in the hallway or wherever it may be coming in for another interview. So you go in there, just razor sharp, you're gonna get hired. And like I said, my friend who is used these three steps, many times has gotten hired right on the spot, right on the spot right in the middle of their interview. Okay, another thing you want to do, excuse me,



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you want to turn the interview around. So you are interviewing them. Okay, remember that you are interviewing them. Remember, now you're great, you're hot, you're awesome. You are really phenomenal. You have worked very hard to get to the level or you are so feel great about yourself, you know, you're a hot hot item, anybody would be very lucky to have you. Okay, so you have to interview them, you'll get respect that way. So you can say you know, whatever you want, just turn it around, you know, well, you know, Halloween, I've seen this this X amount of years, that's really good. So whatever knowledge you can gain on them, ask them questions about their company. And then another thing right here

is burning desire. This, this is a very important burning desire. You have to let your interviewer know that you have a burning desire, not just the desire, not just the desire, anybody have a desire to do that. You have a burning desire to work for their company. Because if you don't have a burning desire to work for their company, why are you even interviewing? Go somewhere where you have a burning desire to work don't settle they'll be a settle for I don't know if you know what to settle for is it's like a settle for is like well, you know, I'd rather have that but I'll settle for this. You know, you don't want to be a settle for you've worked too hard. You are too hot. You are too awesome. You only go out there and interview for the companies that are strong that are smokin hot that deserve you. You like I say you have to think this way that you got to think big is you've probably been told some some of the years you know, go to the big places don't go to them. But you got to let the person know that you have a burning desire to work for them. And if you know all about their company, you come and rattle them off those three steps like I told you about bam, bam, bam, you know, they look at you like oh, who is this person, you know? And then right here, I don't know if you can see my arrow to see where it says you must think they are lucky you are there. As you're pulling into the parking lot getting out of your car. You have to think in your mind who goodness these people are lucky I am here. That's how positive and how motivated you've got to be. Because if you don't think they are lucky you are there. Why should they think they are lucky you are there. But if you don't I mean, follow me. You got to think these people are very lucky. I'm here because you've got a lot to offer. You are great. Okay. Now, next slide. Here we go. So congratulations. You just got hired. Yay. You nailed it on the first interview. You did the three steps. You did everything else. They look to us, man. You're good. You're hired. Okay.



20:01

Okay, so you got hired, or maybe it was a week later, or whatever it may be, but like I say, and the system people have gotten hired on the spot. Okay. So congratulations, you just got hired. Okay. Now the thing is, I know, I mean, many of the people listening right now maybe you majored in business, okay. And you're going to go directly into sales, you know, maybe somebody else who majored in computer science. And they're thinking, Well, I'm not a salesperson, and I'm, I'm computer science, I write code, you know, well, hey, awesome. My hat's off to you, you are brilliant. You're excellent writing code. But now, you also now have to be a salesperson, because you have to sell people on what you have to offer. Everybody is in sales. If you are talking, you're selling, everybody's selling something. And like say the people majored in business, you know that you're going to be in sales, but everybody's in sales. Okay, so like this right here, now, you are going to continue selling throughout the rest of your career, no matter what it will be. I mean, you may have to sell your ideas and your suggestions to your manager, you may come up with this great thing,

like, Oh, my gosh, we could do this, we could do this, that, that, that, that that. So you're gonna have to go to your manager, and you're gonna say, you know, something, Sarah, whatever their name is, okay. You know, I was thinking about this, you know, if we do this, this, this and this, we can come over here and do that. And we can save a lot of time on this project, see, you're selling, you're stressing benefits to your manager on why they should do what you want them to do, I get chapters written on benefits, stressing benefits, you know, you have to stress benefits. So now you're doing a great job, stressing your benefits, now, your managers thinking what's in it for them, right? This is great, this will make me look good. Because my employee gave me this. So you're always going to be selling another thing to you, but you have to sell your manager on why you need a raise, that's another thing. So you're going to have to add, you're gonna have to put all that together, to impress on them, why you need a raise, you're gonna have to stress benefits, I did this, I finished this project before the quarter ended, I did this, I did this, I did this. So you're still selling certainly, you're stressing benefits, and you have to be enthusiastic, very, very enthusiastic. Another thing, okay, and here we are, you may have to sell upper management on why you beat should be promoted. Right? Maybe you know, you've been at this company for so long, you know, what you've done, you know, the amount of time and money that you saved everything. Now you feel strongly in your soul, that you need to be promoted, it's time to be promoted. Well, no one's just gonna come up. And just any rarely, right? Very, extremely rarely is somebody going to come up to you and go, hey, guess Guess what? Sally, you know, we're going to promote you. I mean, it just really doesn't happen. But rarely, okay. But you're going to have to sell upper management on why you should be promoted. See, the thing is, no matter what your major is, you're now in sales, then you're going to be in sales forever. So if there's a key to selling, it's like enthusiasm, benefits and urgency. That's, that's the three keys to selling. You got to stress the benefits. So here it is, right here, you will be selling for the rest of your life no matter what it is. And it could be something as simple as you want to go see a movie, and your friend wants to see another movie. Okay, well, maybe you're trying to sell your friend on why your movie is better. So you got to stop stressing the benefits. While the movie does this, the movie does that. It's the theater I want to go to is closer than the one that you want to go to. He said to me, you're still selling no matter what it is. If we go to my movie, now, we'll go to yours next week. See, no matter what it is, you're selling it



23:45

that's, that's just the way life is, you know, you're gonna have to sell for the rest of your life. And but it's great, but once you get the handle on it, it's fun. It's a lot of fun. Right there. Everyone is involved in sales, okay, where I'm circling with my arrow. But it's so much fun. And if you do it, right, you just pass your competition by miles and miles and miles because they do not know this stuff. I would say, I don't know what the percentage is. 85



90% I would guess people graduated from college. They don't know that they have to be a salesperson. Now. They don't know they have to get into sales. They're thinking Yay, I graduated look at my degree. Whoa, I'm set for the rest of my life. Well, no, you're not. Okay. It's very nice. You got a degree. That's really awesome. Okay, but so did many other people. Okay, many, many, many other people. Now you have to set yourself apart from all those other people. And that's where those three steps come in. follow this pattern. It works and you got to know you got to get out there and sell it. A lot of people graduating college at stake, you're going to kick back and everybody's going to be calling them. Not gonna happen, will not happen. But what I'm telling you will happen. So follow all of this because it does work. Okay? All right, another thing.



25:08

Here, how to be a great salesperson by Monday morning, that is actually the name of my book, okay, up top here. But anyways, there's so many little things in there that you're gonna want to use for the rest of your life. I mean, not just to get hired on your job, you know, they don't work for that, but so many other things. Like why it's important to see your interviewers name over and over. When you're interviewing someone say the person's name is Jerry, not whatever. You want to see your interviewers name, you say, Well, you know, something Jerry, I worked with so and so and I was a great problem solver. The second Yeah. Because the thing is, when you say someone's name, this is all psychological stuff we're getting into now. Okay. And I've been doing this everybody for 30 years, okay, so I find a lot of experience, and I'm just sharing my knowledge with you. It's what it is. And I'm so happy to do so. Like I do with my son who's in college. All right, I'm sharing this with him letting him know now he's going to have to sell himself now and for the rest of his life, but it's fun once you know how to do it. Okay. So when you saw But anyways, but when you say someone's name, think about this. When someone says your name, what do you do? You listen, it's been programmed into us since birth, somebody says your name, you stop everything you're doing for that two to three seconds, whatever it may be, you were entirely focused on the person who says your name. So if you're talking to someone, and you want to get their undivided attention, you first say their name. Tom and I was looking at you on LinkedIn. Oh, they listen. So very, that's very, very important thing. And another thing, what's in it for me, once again, I mentioned this earlier, all anybody is really ever thinking about this, what's in it for them. So when you're talking to someone about you, or about a project you want to do or whatever it may be, think about what's in it for them, and how it's going to make their life easier. You always want to stress the benefits. Okay? The benefits for the person you're talking to? Now the thing make them laugh. Okay, this is I got a whole chapter I made the left because it's so important, right? The thing is, when you make someone it's a proven fact that if you get someone laughing, they are on your side, it's it's a proven fact, I'd rather be around people



who make me laugh. I like to be around people may make me laugh. But when you make someone laugh, barriers break down, they suddenly think, oh, wow, this guy's funny. I like this guy. You suddenly become relaxed and relaxed people. Listen, you could go in on an interview and silly stuff. It doesn't matter what if you go on an interview, and you sit down you say, Oh my gosh, if you hear something creaking that's my bones. Okay, because it is cold outside and I can't believe it. Haha, you know, you just created silly. I know. That's silly. It's funny. Whenever you want to however, whatever it takes to get someone laughing. But make your interviewer make anybody you're selling to whatever your manager, your anybody make them laugh, because people, people pay billions of dollars every year to comedians to make them laugh. That's how badly people want to laugh. So make the person laugh who's interviewing you or somebody you're trying to sell something to? Another thing is yes, questions. Whenever you're talking to someone, it's always a good idea to ask. Yes, questions. So you're interviewing? Well, you can see that'd be a great savings for your company. Right, Tom? Yes. Okay. They say yes. You can see how this would work out well, right, Tom? Yes. Because you want to get people in that? Yes, positive frame of mind. Okay. And then another thing here. The last thing in my little menu here is enthusiasm. This is so important, okay. You have to be enthusiastic. And I know I keep saying this, but I can't help it. I have to let you know. I've got a whole chapter. It's just some enthusiasm, how to get yourself psyched up, and how to get yourself excited. Okay. Because the thing is, you just have to have enthusiasm. Because your attitude is your customers attitude. When you walk in an interview, your attitude is going to be your interviewers attitude. They don't know how to think you're like they don't know who you are. They they're interviewing somebody. So if you go in positive if you go in excited, if you go in all jacked up and confident, they're going to be positive and excited and jacked up. So your attitude will be your interviewers attitude. So it pays to get excited, okay? Because the whole thing is to all of this, everybody is that you want to make them do what you want them to do. Okay, so that's, that's the key to it all. And that's what this will do for you.



29:47

And oh my gosh, I'm almost breath. So anyways, there is my book. I want to tell everybody how to get in touch with me. And I gotta tell you, it when I wrote my book, it took me Two years to write it, okay. And I really had my son in mind when I was writing this book, because I want him to know, everything that I know. Okay? Because I want his his life to, I want him to get ahead of the curve by 30 years, you know. So I put all this, I've been extremely successful in sales all my life, I'm so happy to say that. And that's what's in my book. And I want him to go ahead of the curve by 30 years. And these are things that will put you ahead of the curve by many, many, many, many years. There's a lot of

information there about motivation, how to get yourself excited, how to get yourself pumped up, is how to be excited. But anyways, this is how to contact me. Excuse me, there's my website, you can go to my website, my contact information is on there, this my book link on Amazon. Or if you want, you can go to amazon.com. And simply type in my name Dave cook, just type in my name Dave cook, and my book magically appears. Yay. And I'm really excited. I got like, 7076 77 positive reviews. I've looked at it lately. And here's my email. Please email me, let me know how you do it. Let me know about your success. There's nothing I love more than somebody email me, Dave. I used your technique and it works. I gotta tell you this. I don't know how much time we have a key. But anyways, I have to tell you, us. I had a guy read my book. All right. He's in Munich, Germany. Okay. And this guy, email me. He says Dave, he says, I read your book. And he says, based on your closing techniques, you know, enthusiasm, benefits, urgency, getting yourself excited. And all this other stuff. Right? He said, based on your closing tip is by using your closing techniques, coupled with my experience, I was able to close a \$750,000 sale today. Like, wow, you know, so I get emails like that all the time. I'm so happy to say and how I've had such a positive impact on people's lives. That that is just so incredibly rewarding. Please let me know. After looking at my book, this webinar presentation today, how you're doing let me know about your success. Let me know about that interview. You went on to nail nailed it. I would love to hear that. And also, final thing about my book because I just have to brag. Can I can I tie my book was selected as a top 10 must read book. So yay. So anyways, so right here. My final thing I'm going to say everybody is congratulations. Enjoy your success. You're awesome. You're hot. You did it not go out there and crushed. Thank you.



32:41

Dave cook. Boy, thank you so much for all on the edge of mercy. You've built a doozy as Mr. Confidence. We're ready to tear out there and go. There it is. Yeah, thank you for writing the book. That's a great, great project. And being here today is been so helpful for us today. One of the things that keeps coming through is your idea that it takes practice. Can you remind us what kind of practice what kind of time to go through to begin to identify our achievements and lay out this kind of plan that you're suggesting?



33:17

Well, I mean, it's just, you know, like, the steps are, you know, here, I mean, as long as I'm here, can I have my PowerPoint still being seen? I go right back to it. Okay, let me let me go back. But anyways, yeah, I mean, it is, you know, step one, step two, step three, we're right here is the key part there. But yeah, practice, practice, practice, practice. So the thing is, you want to practice so much that you don't even think about it. See, the thing is, is you

don't want to fake because whenever you have to think thinking can sometimes get in the way, you know what I mean? If you're thinking you're that can throw you off, you know, so when you do practice, like I said, you know, 50 statements together, I'm a creative problem solver. For example, while as an intern in XYZ, I saved a great deal of time and money. But do I mean, it's, it's all I can say you just practice over and over and over and over and over and over and over and over and over and over, and do it in the mirror. But also you want to do it with your family, or someone who's close to you somebody where you can stumble and it's okay, you know, but just practice as much as you possibly can. So when you deliver that line, you're not thinking you're not thinking it's just flowing out of you, boo. So,



34:27

yeah, and your suggestion on practicing also can handle a question like, tell me about yourself. I don't think our students understand that most Well, you've made a good pitch you've shared with us that people really don't like to interview and if you're interviewing with a smaller company, they're not experts at it. So they don't know the right questions. And so naturally, they say, Tell me about yourself. And if you sit there and go, Well, what do you want to know? Your dad, but what you're suggesting is have five bullets to throw at that person and just blow him off. Oh, yeah,



35:01

yeah, it's like, you know, when you have that down your bullets, right when you have that down your speeches down, you just got it in your soul, you know? And they do tell me about yourself. That's the most welcome question you can get. So yes, I thought you would never ask. Because that's, that's your time to shine and just blow them away. They'll look at you like,



35:23

Oh my god, what is this? Well, and you've got 30 years experience you've dealt with hundreds, if not 1000s of people. What can we do to earn the trust and confidence of someone that we want to influence?



35:37

Well, one thing is, like I said a second ago, to earn their trust and confidence that make

them laugh. When I said make them laugh. It sounds silly. I know it sounds silly, but it works. Because if you make someone laugh right away, one of the very first things you want to think about is get someone laughing, okay? Because like I said, you know, when you get someone laughing, they're on your side. So they're suddenly going to like you. It's like, Oh my gosh, this person just made me laugh. This person is okay. I like him. Wow, look at this. And as far as gaining their competence and everything, well, I have to go back to my stuff when it's been three, when you come firing in there with with, tell me about yourself, boom, and you nail them on that. And they're gonna be like, Oh, my God, this guy is great. And like to say what they want but they want is somebody that recruiter? Yeah, what they want is somebody come up, tap them on the shoulder, like I was saying, but it's just so worth repeating. You know, they want someone to say to them crate hire, where did you find this guy, you know, or girl or with this person? So,



36:43

well, you've given us more than just three tips, probably a dozen different ideas and strategies today. And unfortunately, we're running out of time. But we've got about one minute left. And there's a lot of questions coming in from students and grads, about how can they identify what they have achieved, because they don't feel like they've been in the business environment. I loved your idea of the suggestion I graduated at the top of my class, it could be the entire class or it could have been just one class right?



37:12

On top of the classes top of the class, come on, you gotta you gotta float a little bit, you know?



37:18

Like, say,



37:19

yeah, how far can we stretch that in terms of where else do we reach to say I accomplish this? And that may not be business experience, but personal and volunteering work? Exactly.



37:31

It could be that as well. Maybe you help somebody out, you change their life for the better and you made them a better person and it doesn't necessarily have to be business related. No, it doesn't. Maybe you your local church, maybe you did something at church that was really great. That that lifted people's spirits and it made so many people happy. That's something great that you did, you're making other people happy. So it can be personal as well.