

Episode 76: How to Engage the Science of Persistence to Influence People with Jeff C. West

[00:00:00] **Joey:** Hey everybody. Welcome back to the business growth advantage. My guest today, Jeff West I'm just going to say one of the most impressive people that I've gotten to know over the past few months, we're going to be talking a lot today about great man named Bob Burg. cause it's really his universe that connected us.

[00:01:09] **Joey:** but I'm in one of his programs, we're seeing Jeff do great things, hearing multiple people talk. Jeff. And it's just a real treat for him to be with all of us today. Share his biggest golden nuggets. Jeff is one of those, professional Jack of all trade human beings. He's a best-selling author. He's a, you have, how many years of sales experience?

[00:01:31] **Jeff:** Jeff makes me old, but I've had 32, I think.

[00:01:35] **Joey:** were well, Jeff, you're very kind. he's a coach now for salespeople or for entrepreneurs who need to get better or want to get better at sales. Jeff, we've got a lot of different avenues. We can go down today in terms of golden nuggets that you can drop, but let's start with, this.

[00:01:56] **Joey:** Framework that you've put together over the years, we'll we'll get into what it is. And then we'll, we'll get into the backstory of how it happened, but the, the fusion points of science persistence.

[00:02:06] **Jeff:** Joy. this is something that has just meant so much to me over the years, in all of my years in a sales career, I always had this question. You could put two people out in sales. I was actually a state sales manager for a fortune 500 insurance company in the Texas Gulf coast area. And you could take two people who look great on paper. I mean, they were sharp. Well-dressed look at their resumes. Leadership skills just should have been great in sales and you put them both out in the field.

[00:02:35] **Jeff:** And what would happen is sometimes one of them would make. The other one would, and it made no sense to me. It makes no sense to most sales managers. And so when I ended up leaving that industry and going out, speaking and doing the things I do now, one of the things that I began to do is research. Why does that happen?

[00:02:52] **Jeff:** and I came across some interesting research by Dr. Antonio Damasio. He's actually a professor of neuroscience. We're not talking. Psychology. Are we really talking about chemistry of your brain? at the university of, USC and then also he's an adjunct professor at the Salk Institute and Dr.

[00:03:09] **Jeff:** Demasio, he has a book called the Dukart error and he details a study that he did. Where he had subjects that basically, the different parts of the brain that control emotion

and in control logic, now that those are centered in two different areas of your brain, but in this group, there was a disconnect in there.

[00:03:27] Jeff: And those two areas of the brain couldn't communicate with each other. The wires had been snipped for whatever. And in his study when he found out it was, these people cannot, could not make decisions. They could allow. Okay. If that dude, that this is going to happen, they understood the logic. they understood the context, but when it came down to actually making the decisions.

[00:03:49] Jeff: Not able to do it. And what he postulated from that was that all decisions are made with a combination of logic and emotion. There's no exception. And I always like to be one of those people that I thought I only make logical decisions. Well, my family can tell you that's not always the case. And so what he, what he found out was you couldn't do that.

[00:04:10] Jeff: It was always a combination. And then what he found out was that your positive emotions and your negative emotions. They affect your decision process are two different ways. any emotion that you have, what will also happen in your body is there's going to be a somatic marker created, and you're going to have a physiological feeling.

[00:04:26] Jeff: Uh, it can be great, or it can be bad. You know, if you have a positive emotion going on a love, joy connection with your friends, family, there's a feeling inside you, that's warm and it's something you enjoy. And you that feeling. In your body makes you want to continue that activity. And by the same token, the opposite side of that is true as well.

[00:04:46] Jeff: If, something negative is going on, you're afraid. You're you it's fear. It's, uh, that fight syndrome. There's a somatic marker created there, but it's not a feeling that you like, it's, it's an uncomfortable feeling in your body [00:05:00] and that. It affects you. It makes you never want to do that activity again.

[00:05:04] Jeff: And so, as I was reading this research and said, okay, how can we apply that in growing our businesses as an entrepreneur or as a salesperson? How can we apply that? And what I determined, was, a branded it called fusion points, engage with the science of persistence. What I did was, uh, built a model of how to grow a business, how to, how to grow your sales team, how to grow a sales career.

[00:05:27] Jeff: That's based on let's create multiple. Where'd that emotion, positive emotion and the logic or connecting because that's the kind of thing that the person wants to take on to the next step. And so the branding of fusion points, that's that moment in time when logic and positive emotion merge. And again, And it creates acceleration in a career.

[00:05:47] Jeff: It creates longevity. It creates tenacity. It's how I went from a struggling sales person that, that literally, when I got started in my career with that insurance company, I was living inside a mobile home with the floor. Practically was falling out in many places. And then I went on. Build a multi-million dollar career and, and do some great things.

[00:06:07] **Jeff:** Cause I, I was able, not because of my own efforts, I was always with a great team. Don't get me wrong, but I was able to hang in there because I created an extremely strong fusion point for me. We're about positive emotions and my logic work were combined. In my case, it was my daughters. You know, I carried pictures around of my daughters.

[00:06:27] **Jeff:** This is a long time ago, back in my daytimer now I have the, on my phone, they were nine and five at the time. And I carried pictures around with them in my daytimer. And every time that day was tough or I wasn't getting the results I wanted to get, you had that negative emotion combined with logic. So I knew I needed to make my calls.

[00:06:44] **Jeff:** So that was there. And now. Stack the deck and the other directions, I've just kept looking at them because it wasn't making calls for me. I was making calls so I could take care of my baby girls.

[00:06:54] **Joey:** It's just, I love this. And there's a couple of just follow up questions that I have around there. Sure. I think it's, it's such a powerful, either reminder or a discovery to be thinking about, to use your words, that fusion point of emotion and logic.

[00:07:12] **Joey:** Going back to what you said about that study, where you line up some salespeople, who, deliver great results and some who look the same on paper, who don't. In terms of that fusion point of combining emotion and logic, is it that go going again, going back to you and you, you said those pictures of your daughters that you keep, is it you as a salesperson, self identifying what?

[00:07:37] **Joey:** Those warm, positive emotions. Before you go out and you perform as a sales person or is it, thinking about how you can communicate with others in a way that combines emotion and logic for them or both?

[00:07:51] **Jeff:** It's really both, but it depends on where you are and what role you're in at the time. And at this point in my career, I was self-employed.

[00:07:57] **Jeff:** I was an entrepreneur. I was in the insurance industry. I had no safety net and it was about. Being able to create that fusion point, although what the term wasn't out then, but that fusion part inside of me so that I had the tenacity to stick it out. And you know, a lot of entrepreneurs, I'm sure this happens in every industry.

[00:08:17] **Jeff:** It happens with attorneys. I'm sure. Especially with those that are getting started on their own and they're thinking, well, should I go work for a bigger firm or do I want to keep doing what I'm doing? Because I feel like this is a better way for me to go. There are days when it sticks. You just have to find some way that you'll stay in the game long enough that you can become successful.

[00:08:37] **Jeff:** So that's part of it. The other part is when you're actually growing your business and you're actually trying to attract clients because what I teach when I'm coaching salespeople or entrepreneurs, you want to start this process because when you create the fusion points with a prospect or you're, uh, what's going to happen.

[00:08:56] Jeff: They're going to want to take that next step with you because they're starting to know you like you and trust you. And as I teach you, I know you, you start that process before you ever asked for anything. if you do that, what happens is you start to create those points where they feel connected to you, and they have a positive experience about that.

[00:09:14] Jeff: So when you say, Hey, why don't we get to do. 15 minutes for kind of an initial consultation, let's take a preliminary free look to see if this is the right fit for you. Then there's an already liked. You already liked Joey. I know he's going, he's already doing this for me, but yeah, I'll I'll visit with you may or may not be what I need, but I want to go the next step with you.

[00:09:33] Jeff: So you start building your entire business model that way, and then it even rolls into your. as a leader of a small business or even a large business or a sales organization, much of your success is dependent on how your key people answer. One question, whether it's your clients, your customers, your, your team on your marriage, it's when it comes to their relationship with you, will they persist or will they be.

[00:09:59] Jeff: That [00:10:00] question, how they answer that is going to determine whether they do business with you, whether they stay with you, or you're always having turnover that makes it where you can't service your clients very well. It's how they answer that. So once you kind of get that concept, that's the whole point of creating the fusion because the fusion keeps everything together.

[00:10:18] Jeff: when fusion actually occurs, you just about can't break that bond, when collision occurs it, because it's a negative emotion and the logic though, they're just going to bounce away from each other. But if you can create that fusion in your business model, with everything in the, in the client process and from attracting them in the first place to servicing them later and everything with your team.

[00:10:40] Jeff: So that they want to stay with you because they like the experience of working with you and logically they're making a living. So they're happy with that. Then your business has no limited, except you can choose how big you want it to be. You can, I'm pretty selective about what I do so you can choose out.

[00:10:55] Jeff: I still, I got a Facebook post the other day from a lady and I'm living vicariously through her husband because they've done well. And now they're down on a catamaran in the British Virgin islands and he's he learned how to be the captain. And she's the first mate. So they're taking people on tours down there.

[00:11:12] Jeff: She sent me a Facebook posts the other day and she was just saying, I really miss him because I would always put. And that didn't work for me. They worked for themselves, but boy, every time they had a great week, I was the first one congratulating them about it. I don't care how many of them I had. I would send, cards that let them know, Hey, you did a great job.

[00:11:31] Jeff: I'm so proud of you. Here's your numbers for the week. Or I would send them birthday cards or I just made the. To let them know, Hey, I appreciate what you're doing. You're

doing great at it. And they were helping me feed my family when they did it. So I just wanted them to know how genuinely, I appreciated what they did and that there's people today.

[00:11:50] **Jeff:** They get the gentleman. Who's a great guy. That's doing that position basically in the Houston area. Now he was telling me, he said, you've been gone almost eight years. Cause we had this conversation last year. He said, your people still love you. And it's it's it's it's that fusion. I didn't know. I didn't brand it that early and I didn't know exactly what was causing it, but I had been around some good mentors that built their teams that way.

[00:12:13] **Jeff:** And I just duplicated the,

[00:12:15] **Joey:** I, I love it. And now I see why it's called the science persistence.

[00:12:20] **Jeff:** Exactly. Because people that, that create fusion points will continue to do what they're doing, because logically it makes sense. It makes them feel good for doing it, everybody.

[00:12:32] **Joey:** Yeah, and I think it it's also just such a powerful reminder for us as entrepreneurs, business owners, or even just salespeople.

[00:12:42] **Joey:** when we spend so much time working on a business offer to help people and figuring out all of the backend things to make it work, it can get really easily. Even if we are a more emotional person to get caught up in the logic of it all and why people need it and should buy it. I know that you've talked to crowds of, I think you said eight hundreds of people.

[00:13:06] **Joey:** and you, you help clients in your experience when you work with people who need to get better at these huge end points where there's room for improvement and combining emotion and logic, are there a few kind of common examples of what room for improvement looks like? They're sure

[00:13:24] **Jeff:** the biggest thing.

[00:13:26] **Jeff:** That I would have probably been guilty of. Had I not seen it demonstrated differently, just kind of duplicated that is thinking that the logical component of anything is enough in growing a business. You know, you think about what, companies do have some really great companies out there right now spend millions of dollars a year on a very logical sound training program that says, okay, if you will do this ABC DNA and do it the way we're teaching you today.

[00:13:53] **Jeff:** You're going to be successful. I know in the insurance industry, we had that kind of training, but what happens is the turnover, sometimes in those industries can just be so astronomical. I literally have seen sales teams that would have 80%. And, uh, that's it, it was a commission only position you were going to expect.

[00:14:12] **Jeff:** Okay. People really have to go to work or they're not going to make it. But what happens is when, how I'm coaching people, how will those areas of improvement is, most of us.

Tend to, especially when we're an entrepreneur or I would think it's very prevalent in what you did because every attorney that I know is they're very logical people.

[00:14:30] Jeff: They know how to make things happen. They have dealt with issues in the law that are so intricate. They have to be extremely logical to make all of that pull together. And so they've got that side met, but that component in and of itself isn't enough because all decisions aren't made with just logic. So all the logic in the world is not going to make someone say, Hey, I want to do business.

[00:14:50] Jeff: What it's going to do and say, you'd be really good at this, but I don't know if I want to do business with you. And then the other side of it, you get, you'll get some people who really aren't great at the logical component of [00:15:00] their business or their sales or entrepreneurial or whatever. And so they're not good at that, but they're really good at connecting with people, emotionally, those people, if they don't put it together, they're going to have people say, man, I really like you.

[00:15:11] Jeff: I don't think I want to do business with you though. Cause I don't think you can handle this. And so it's that combination. And so when I see people. Really are leaning one to the other, uh, how I do it is I teach them the science and then I take them through some, some steps about how to identify. Ways inside their specific business model, where we can create that extra positive, emotional connection and how we can put that with a logic and what, what I purposely try to do as a stack that deck.

[00:15:38] Jeff: And, you know, I teach sales people at each businesses, even now we're talking about a couple of things earlier. I teach people even in the client attraction process that what you want to do is you want to create some positive, emotional context with them before you ever asked for that first meeting. Uh, whether it's something you're sending them out, that might be an article that, you know, okay, that business is going to need this.

[00:16:01] Jeff: I still have an insurance component behind the scenes that I helped some people to own a very selective basis. And. I sent out a blast email to a group of clients that are small business owners last week. And it just said it was about something that affected them. I didn't ask for anything.

[00:16:17] Jeff: And a lot of them are my clients, but I knew that this issue will be important to them. So I sent it to them and I said, Hey, I plan on giving you a call sometime over the next 30, 60 days, whatever it is because it's not a, it's not a fast decision has to be made, but that process, I will then have three or four touches from.

[00:16:34] Jeff: Then I'll something that's valuable in that I don't need anything back on, but then when we have that initial time that I would like to reach out to them and then I can give them a little call. You I'd like to invite you to spend about 15 minutes with me on a no obligation consult, just to have a quick preliminary look to save what I do would be something that'd be valuable in your situation.

[00:16:53] Jeff: And because it makes them, it makes it easier for them to say yes to this.

[00:17:00] **Joey:** And that's, that's so much more thoughtful. And, uh, again, I'm sure we'll talk more about Bob Burg later, but that's much more in alignment with that Go-Giver concept than just a, here's a valuable video or blog post or whatever. If you want to learn more book a call with.

[00:17:20] **Jeff:** Right. Yep. Um, and there's nothing wrong with call to actions. I know online businesses, that's a context that you, if you don't have a call to action of some sort, and you don't have a process where you're reaching out, you're going to get a client on it. But what I like to teach, even if it's in an online presence is to do a process.

[00:17:40] **Jeff:** You give them something that's so valuable. You create a context in, in this, that, the relationship that develops between the two of you becomes it becomes a key factor actually, and their decision to do. And it starts before you know them, if you don't like one of the things that I do, I have an online sales course called survival skills for commission salespeople and insurance probably don't have one single attorney who needs to take that course, but, but it still, it it's a good sales course.

[00:18:08] **Jeff:** But what I do even in that context is I have a free three video training series that even if they go to my page about that class, it says, don't sign up for this yet. Take this free. Series put it to use, and then it'll kind of let you know if it's something you'd want to do. And then in that, my goal in that free series is to give them enough, really good quality content that if they go out and apply, it they'll make more money from the sales they'll generate than what I would ask for the course face.

[00:18:34] **Jeff:** So that it's a win. Everybody

[00:18:35] **Joey:** wins. That's great. And we'll, we'll we'll circle back the Bible circle back as well to this, this free coaching program that you have and share the link out with everybody, in the comments and the show notes and things. But I also want to make sure that before we wrap up this conversation that we talk about, your first book, the unexpected tour guide.

[00:18:56] **Joey:** Which in, in very Bob Burg fashion, you chose to make more of a parable than just a, how to business book. Tell us more about that. Oh,

[00:19:04] **Jeff:** this was, this was a labor of love for me and it was, uh, it was actually my first. our friend, Bob was actually the first person to read it and give me feedback. And he, he's very generous and kind with everyone.

[00:19:16] **Jeff:** And he makes all of us feel like we're the most valuable person in his life, the way he is. But, uh, the book is actually a sales fable, and it doesn't have to, if you're not in sales, you'll still like the book. I've had people who have absolutely no business. Acumen, no entrepreneurial adventures, no salespeople.

[00:19:34] **Jeff:** And they still tell me they love the book. So when that happens, I know cap done something here. This is the difference, but it's about a young salesman. he, a guy named Jim

Ferris and he's struggling in his career. He's trying to figure it out, but he's really, he's a good guy. He's just not making it work.

[00:19:50] Jeff: And then he meets a homeless man. And the relationship that develops between the two of them, it totally changes the direction of it. Uh, and what [00:20:00] I do is I write a story that you'd want to read the story anyway, even if you weren't learning anything. And then I teach sales lessons and business growth lessons inside that context, uh, I got so tickled the other day.

[00:20:12] Jeff: We, we, you and I have a common friend, a hard sheet. That's part of our Go-Giver success Alliance group. And she had gotten her copy of the book and she read it and she was posting a great review online. I think it was on LinkedIn, but how she did it, she actually filmed her. Thumbing through the pages. So it was a really fast video, showed her thumbing through the pages, but she did that.

[00:20:32] Jeff: I could see where she had highlighted things and I thought, oh, that just, that makes my day right there, because she really did get a lot out of it. But I got the idea of basically from my office in Houston, it used to be at the intersection of interstate 45 and greens road. And, uh, mostly reality. It's won't necessarily know where that is, but it's, it's an area of town.

[00:20:51] Jeff: That's great office space, but it's also kind of an area where homeless people. Congregate. And there was one particular homeless guy that just got my attention he was just. He just got my attention. So I would always do something well, not my rule. And I don't mean, I don't mean to get real religious on this, but my rule of God on this, it's the light turns red and I'm there.

[00:21:12] Jeff: I'm going to give them some money. If it, if it's not somebody that needs the money, please make that light be green and get me on there. And sometimes I get a lot of green lines, but I would always do something for this guide every now and then I would do something bigger than. And w and I'd hear him.

[00:21:26] Jeff: It's, I'd pass by and go. Woo. Thank you. It just got into my heart. And so I worked him into the story. I worked some real life characters that I'd had in my life. someone was asking me on another show. I did joy. They said, What are your favorite lessons that you teach in there?

[00:21:45] Jeff: as I think about that, there are two lessons that I would say if someone said that number one is like business. And there's a scene that I wrote into the story, but actually really happened to me in real life. I just kind of changed up some names, but, uh, after reading Bob's book, endless referrals, I, in his talking about providing value, being a connector and providing value to people before you ever try to do your business.

[00:22:09] Jeff: And, uh, so after reading endless referrals, I thought, well, I can't really, I don't do a lot of networking groups. So. Make it work there, but I can make it work in another way. So I called one of my clients, it was in Dallas, Texas. The guy had a mortgage company. Uh, he

was a good client of mine. And I said, Hey, I'd like to, in about 20 minutes with you to pick your brain on something, can I swing by?

[00:22:29] Jeff: And he said, sure. And we set a time for me to come by. So I got in there and I said, man, first thing I want to do is I want to thank you. He said for what? And we laughed a little bit. I said, you're my. you've do business with, uh, your employees are involved with what we do. I make a living from doing that and I actually feed my family and do all the things there.

[00:22:49] Jeff: That means so much to me in the world. You're part of that. I want to thank you for that. And he said, well, you're welcome. You know, he was a baby, it's a good conversation. And he said, and then I said, but I want to go one step further. I want to do the same for you. He said, what is. And I said, well, I'm around the Dallas Fort worth area on a regular basis.

[00:23:06] Jeff: I have a lot of existing clients right now. I have meet potential clients every day. Let me ask you this, what question do I need to be asking these people that I meet to know if they would be a good referral for me to send you? Yeah, joy. I'm not kidding. The guy that he sat back, he says, I'm going to answer your question.

[00:23:28] Jeff: And he took off his glasses and he said, Moses, I got to tell you something first. And I said, what? And he said, I've been in business at 30 something years. I don't remember the exact amount I've been in business. 30 years. I've had a ton of sales. People ask me for referrals. You're the first person ever to ask me how you could refer business to me.

[00:23:47] Jeff: He said, thank you. I said my pleasure. So we talked about some things. He told me what questions to ask. When we got through it, we kind of got you. Then I said, I said, well, hang on just a second. And I pulled out my cell phone, which they were much bigger than they are now. And I, made a phone call cause I had a couple of clients I thought might be good fit in his case.

[00:24:07] Jeff: And um, I called one. I said, uh, Hey, I've got to call you about something. I've got a client. And I told him the guy's name in the mortgage company is with, and I said, he's doing some kind of creative things with different companies in the area. I think the two of you should meet. I think it would be a good combination there.

[00:24:22] Jeff: And I'd like to give him your name and number and having contacted. Would that be okay? And he said, sure. And I said, well understand, I know him. I like him. And I trust him. You don't have to worry about any of that. He's a good guy. They said, yeah, give him my information, hung up my phone. And I gave him the guy's information.

[00:24:35] Jeff: That's sitting there right in front of it when I did it. Can you imagine the fusion point that happens when you do that for one of your clients, man, it's huge. And you want to make sure that you. Get permission from the client before you give their names referral. But when you can set that right there and show, Hey, I've got a real context here.

[00:24:52] Jeff: I really do want to refer business to you. Well, long story short, the relationship grows out of that. And in this case, we were even talking about doing [00:25:00] lunches for his

clients and my clients to come in and they were, it's just a good way to grow. It feels good for both of you and it's, it's just the context.

[00:25:08] Jeff: So that's the best business lesson. I also tried to take a lot of personal lessons in my writings and, and the best personal lesson I learned. If I can get through it without crying, I'll tell you. There's a, uh, my very first sales manager, I actually have degrees to teach and I had planned on being a teacher and there were no teaching jobs open where I needed to finish up.

[00:25:28] Jeff: My wife needed to finish up her degree. So I ended up getting a job in sales and I was, then I was making more money in sales and I would make teaching. So I just continued that path. But my very first sales manager was a gentleman named Jack. And he, uh, he was just a good, as we used to say, back in the south east, I was in the state of Alabama for this job.

[00:25:47] Jeff: He was just a good old boy. He's a nice guy, hard working, uh, just a good, good person and have arms that were muscular, but not because he was working out. He was always helping his father on their farm. That's just. But he was my first sales manager. I think I only worked for him about two years and our careers went different ways, but I learned the best thing I ever learned in a personal context from him, because we were to interview for the job.

[00:26:12] Jeff: I was getting my master's degree in music composition. Now of here in Texas. The job was in Alabama and Jackson. For the job interview, just come spend a week with me on spring break. He said, I'll take you with me. You'll know if you want to do the job. I'll know if you'll be a good fit for us. And he said, just come stay with me.

[00:26:29] Jeff: And he said, sit, your traveling extent my house. So I did. So I stayed at his house. I stayed at his house. I ate with his family. Joey every morning, uh, would have, would be around the breakfast table, having coffee. And every morning he would get in there. His children were after they get sons in the first grade, his daughter was younger than that.

[00:26:50] Jeff: They run in there. Hey daddy. And they'd give him a big hug. And he got him up on his lap and he said something and it changed my direction. He said to his kids, he gave him a big hug and a big kiss. And he said, guess what? He said, I love you so much. I am so glad that God picks me to be your daddy. And I remember sitting back going, I have never heard and don't misunderstand.

[00:27:16] Jeff: I know my parents loved me. They fed me. They clothed me. They not that, but they were never expressive about that verbally or even physically. Yeah. And, um, yeah, I watched. And I said, that's how I'm going to change. That's how I'm going to raise my children. And so I went forward with a different mindset.

[00:27:36] Jeff: And so my children, both of my daughters grew up with Mia and their moms not view. I'm so glad that God picked me to be your daddy and then played back. I'm so glad God picked me to be your daughter, that kind of stuff. But I have now joined. They're both mothers. They're both mothers and I have watched both of them with their children.

[00:27:56] Jeff: Quiet. Quietly to their children telling them I love you so much. I'm so glad God picked me to be your mommy. My grandchildren's life is better because of working for a, just a really great guy for couplers and learning that. So those were the kinds of lessons I'd like to work into my stories. I teach a lot of shares and this stuff, but boy, that's way more important to me than any.

[00:28:17] Jeff: Wow,

[00:28:18] Joey: which have, I was actually just talking to a lawyer friend of mine about how, we're both feeling a little burnt out on purely business books. So I'm, I'm grateful for a lot of things right now that you're saying I'm also just very grateful that you are filling that gap of. Very powerful business books that, are way more than just business books.

[00:28:42] Joey: So thank

[00:28:43] Jeff: you. Uh, my pleasure. Thank you for even talking about it today. So,

[00:28:46] Joey: I have to ask, just because you've, you live a very rich life, and I think people can tell that when they talk to you, they learn about your past, what you're still doing now, even in retirement, as you say, when you look back on everything, what are you most proud of?

[00:29:07] Jeff: If I look back on everything, the things I'm most proud of her, my daughters and my family, I'm the most imperfect manual ever meet, but I'm also a person of great faith. And I know that everything that happens to me is because it's supposed to, that's the way I feel about it anyway. And, my daughters are the things I'm the most proud of.

[00:29:24] Jeff: And I always remind myself that I want to live a life that, that someday, if I'm not here anymore, which is going to happen to all of us, that they say, well, I'm really proud of my dad. That's who he was in a business context. Uh, it's probably my, my career was at fortune 500 insurance company that I was with.

[00:29:42] Jeff: because I did well with it, but it was wonderful to me. even though I haven't been doing that for eight years, I've built a good life from that. And so I'm very proud that that happened, but I'm more proud about the connections I made with the people. I'm actually truthfully more proud about the fact that, [00:30:00] someone that hasn't worked with me or for me, I, for context, you want say it in eight years.

[00:30:05] Jeff: Posted that they really loved how I did things and they really miss me. And those kinds of things really, I don't necessarily miss the work in that industry, but I've missed the people,

[00:30:17] Joey: uh, you know, and that makes me feel compelled to say this too. one thing that I'm starting to hear more, especially among the business owners right now, who are working hard to grow their business, There is the sense that I'm uncovering of, you know, as masterminds and business coaches and things are getting more popular. there's this sense of, I am willing to find and work with people who, uh, Whose values don't really align with mine. If

they can get me to this next level, almost as if there's this scarcity of people who can really help you.

[00:30:55] **Joey:** And so, if you find people that can help you move forward with them, even if you don't particularly like them. And I think you're such a good example against that idea in mindset and.

[00:31:09] **Joey:** just, I'm curious to know your, thoughts in the language that you would put to

[00:31:11] **Jeff:** it. in my opinion, and anything that I say, it's in the context of the life I've lived and it's in the context of how I teach sales and all of that. So anyone even listening to your broadcast, they used to think about it in adapted for their business model and for their world.

[00:31:29] **Jeff:** But as far as that goes, my take on that as you, I would have to be extremely careful, even in a business context, they can, I needed to grow my business about working with someone whose values didn't line up with mine. And that, I mean, we have to both be perfect because you're never going to have it.

[00:31:46] **Jeff:** It's like a marriage. You're not going to have that. The reason is is it creates a dichotomy of spirit. You can't be two things at one time, really? In my opinion, you're going to be who you are. And if someone's way of doing business or their values, don't line up with that is going to create what I call the opposite of a fusion point.

[00:32:06] **Jeff:** It's going to create a collision point inside of you. it is a negative. Emotional context that creates a somatic marker that makes you struggled even continue to do it. you won't be able to consistently grow and build your business when you're acting in a contradiction to your own values.

[00:32:25] **Jeff:** And, uh, and I would never judge anybody. God, I don't have the right to judge anybody on anything, but I have. I've seen sales trainers and I'll look at some of their comments that they promote. And they're so opposite of what I would do. I know that in my situation, I wouldn't be compatible with that. So I wouldn't study there.

[00:32:46] **Jeff:** I wouldn't want to necessarily work with that. I haven't met. But if I look at the context of some of that, I just think that's probably not for me. what's the right way to say this in the context of the industry that everyone's going to, your audience has grown up. Swimming is primarily attorneys.

[00:33:03] **Jeff:** Cause I know how wonderful you are at that particular career because you, your spirit, even inside of our, our group that we know your spirit is obviously there it's a good thing. If somebody has your spirit, your great context, and you try to work with someone who saying, well, you need to do this, this, this, this, and this.

[00:33:19] **Jeff:** And, you know, I don't think that's fair to my client or I don't think that's the right way to it's like when, uh, you'll you'll have. The emotional context, that's negative trying to match

with that logic and the longevity of that connection is going to make it real. It doesn't want to last, in my opinion, I think

[00:33:36] **Joey:** that's, that's very well said and very eloquently said I will toot Jeff's horn in a way that he won't for himself right now.

[00:33:43] **Joey:** And just say that if you have spent any part of your past working on. Sales working on the growth of your business. And you've been instructed to do things that just feel out of alignment with things that it just feels like, Ugh, this isn't really how I would do business, but so-and-so is telling me do so I'll do it.

[00:34:03] **Joey:** I really encourage you to check out what Jeff has built, because I think this video shows. Just how, how much of a giver Jeff is? How like high morals and ethics he is. And, and I know it can sometimes feel like, especially when it comes to sales in business, it's, where it can feel like you start sacrificing some of those values that you have as a human and as a business owner.

[00:34:31] **Joey:** So this is just a really great option that I know is very much needed in the space. So we'll, we'll have links and notes to things, but you can go to Jeff C west.com/ufc for his free coaching program. And what does that stand

[00:34:45] **Jeff:** for? Again? Jeff is fans for ultimate free coaching, but Picture that I've got on there has got a girl.

[00:34:50] **Jeff:** Who's got a kid she's kicking out. She could, I wouldn't want to fight her. I'm just going to say nice, but it's, I love that. It's a, it's a great coaching, uh, [00:35:00] series that I put people through. It's emails that go out once a week and it's got some other collateral there, especially, uh, health. And understanding how to grow fusion points and all that.

[00:35:10] **Jeff:** my background and context is I'm primarily talking to a sales audience, but I also work with entrepreneurs who are, they still have their, their, every small business owner really isn't sales. And so you make this context go. And so I can work with people like that as well. and something you said I'll, I'll piggyback on it just a little bit.

[00:35:31] **Jeff:** There's a lot of sales training where people it's pushing. And the truth is that creates so much negative inside a potential prospect. it may make them have some sort of negative connotation or some fear factor. What says I kind of jumped on this really quickly. Uh, but the other side of that.

[00:35:50] **Jeff:** It's it's a difficult situation to make the relationship grow. Long-term you don't want a customer for now. You want a customer that's anytime they've got any legal situation at all, they're your customer for life. they say, I know Joey will take care of. And you built that and you don't do that. If it's a pushy situation, it doesn't mean you can't have a marketing system that sometimes draws out things that your clients need to know that they may have to deal with it.

[00:36:15] **Jeff:** That aren't necessarily pleasant. But the context that has grown out in is you provided enough positive. Connection already with them that when that situation is there, the positive context is I can help you through this. I can help you come out. The other end of this with a life that's going to work for you.

[00:36:32] **Jeff:** I can, I can guide you through the process. So that that negative situation is not going to impact you so much, and it's not going to be fun to get through. How do you happen to deal with the area of law that, that, uh, is not, I can't see a lot of negative side to it, other than some business context or someone doesn't protect their trademark, obviously, but you're not dealing with divorce.

[00:36:53] **Jeff:** You're not dealing with a lot of things. So you have the opportunity in your bottle anyway, but a lot of people that are attorneys are dealing with divorce and they're dealing with people getting sued and all this, the positive context. I can get you through this. we're going to be all right on the other end, or I can minimize the impact it's going to have on your life.

[00:37:11] **Jeff:** I know for me personally, I couldn't teach a negative. I couldn't teach something or work with someone that, that the values were inconsistent with my own. If I knew that ahead of time, or if it came out in the relationship, There's is, there's just better ways to go. And, and as, as our friend, Bob will tell people, don't let yourself get faked into a false.

[00:37:35] **Jeff:** Decision a false dichotomy. It's never an either or decision. It's not either a work with someone who says I got to do this in context of values that I don't really like the way that sounding versus I got to just be so touchy, feely. Everybody loves me, but nobody does business with, it's not like that.

[00:37:53] **Jeff:** There's that it's a false dichotomy to think it has to be that. there's a way to do almost anything multiple ways. And so what you do is you find that way that builds the world around you, that you want. Uh, that's, that's the whole idea of what would make all of us happy as entrepreneurs, as, business people, as family members.

[00:38:15] **Jeff:** That's what you're looking for. So

[00:38:17] **Joey:** that's great, Jeff, again. So many golden nuggets that you've dropped today. Thank you so much. We could talk for hours and I'll have to have you back once this new book is done and published Jeff. but thanks again to everybody who watched this live, the replay, listened to the podcast.

[00:38:33] **Joey:** Uh, we'll make sure that we have links for that free. Well,

[00:38:37] **Jeff:** I'll take free coaching. Yeah, ultimate free coaching. Jeff C west.com/ufc.

[00:38:43] **Joey:** Awesome. We'll have links for that and we'll have links for his, first book, the unexpected tour guide, the non-business business book, for everyone out there. Again.

[00:38:52] **Joey:** Thank you Jeff so much for your time and everyone make it a great week.

[00:38:55] Jeff: My pleasure, Joanne. Thank you.