



Podcast Episode 232
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“HATE Sales? You Can Still Use Sales Principles for a HUGE Life Boost”

David Loy: Hi and welcome to *In the Loop* with Andy Andrews, I’m your host David Loy. And I want to start out today by giving a shout out to two very special people. We don’t do this often but we have the platform so why not take the opportunity to say hello.

Andy Andrews: Who are we shouting out to?

David: Number one, is somebody very near and dear to both of our hearts, S.B. We’re going to say hello to S.B., somebody who has been your personal assistant, somebody that is behind the scenes on our team. She and I work together every day. You and her work together every day. But I’d like to call, I’d like to refer to her as the glue that holds this house together. Andy is giving S.B. a standing ovation.

Andy: Standing ovation for the B. When I introduce her some time, I’ll say, this is Sandy. Some people would say that she is my assistant; to me she is my owner. Just like Steinbrenner used to own The Yankees, S.B. owns me. I have no idea where I’m going, I have no idea where I just came from, I have no idea what’s happening next week. But if you want to know anything about me, don’t ask me, ask the B. You know, her name is Sandy, and we’ve been working together, I mean, when Polly and I got married, it was very, Polly and I were still living in a

condo when S.B. came aboard, you know. And so her name is Sandy, right. And so we call her Sandy. And at some point this became Sandy baby, ok. And then it became S.B. because that was just easier, S.B. And now the boys sometimes and a lot of us now, we'll say B. Hey B.

David: The evolution of her nickname is fantastic.

Andy: But she is awesome. And I want to tell you something, through the years, she has proven her value as a friend, as just a person with a servant's heart that cares about all the people that we work with and the people that listen to the things that we do, the things that we're learning. And Gal Friday really describes her. People ask me, well what do you do? And I don't really know because there's so many different things. I would imagine she's the same way. It's so many different things.

David: It's hard to answer that, what do you do question, because there's so many different things.

Andy: But can I give her the ultimate compliment?

David: Of course.

Andy: This is the ultimate compliment. And if you're driving along in your car, guys, if you're driving along in your car and listening to this, and your wife is beside you or your significant other is beside you, when I tell you what I'm about to tell you about S.B., it would be in your best interest to just maintain a straight face, don't raise your eyebrows, don't look at your wife, for God's sake whatever you do, do not look at your wife. Ok, here's what I want to tell you about S.B. She has been my assistant for 25 years. And in 25 years I could count on one hand the

times that I have known she was in a bad mood. Don't look at your wife, don't do it. It'll only cause problems.

David: It's a great compliment. That's outstanding.

Andy: What a great compliment for anybody.

David: I don't know that you can count on the number I don't know.

Andy: I can count on one hand, the numbers of times I've known you were in a bad mood David Loy, this morning.

David: That's what I was about to say, just today. Alright, so that was the first shout out. The second shout out, I'm going to spend a little bit.

Andy: And then we'll be out of time today.

David: Yes, exactly. But we have a lot of people that listen every single week. We've mentioned your friend doctor Charlie Cooper. We hear from people on a regular basis, that are listening, people come up to you on airports, at events. They're asking about you, the team is the same way. We hear from a lot of people that are listening regularly, but there's one person on my side, that listens absolutely every single week, and that is my mother, Jen Loy. So I would just like to say hello to her.

Andy: I love Jen Loy.

David: She is a faithful *In the Loop* listener, she walks every day and I think she listens to the podcast. She probably listens to it more than once every week. Just because, you know.

Andy: You know, and you know I see your dad, a fair amount. I see your dad when I'm in Dallas, sometimes I see your dad, and I see your mom occasionally. But I want to tell you something, man, as awesome as your dad is and your dad has a peace about him that I love. I mean, I'm just like really attracted to. And when I'm around your dad and mom, I see why your dad has a peace. Because your mom, truly David, she is awesome.

David: She's a rock. And she does listen every week. I don't think, I think it's partly because her son hosts the show, but I know, in reality, it's really you. So hi mom, I just wanted to say.

Andy: She probably has her own little episodes edited, where the episodes have nothing but Hi, I'm David Loy, she probably cut me out of entirely.

David: And a little blurbs of me saying, aha, yeah, sure. That's great. Alright Andy, let's get. So wait I wanted to say another thing real quick. I like the idea of doing these shout outs. If you listen to us on a regular basis, if you listen to Andy's podcast, send us an email and tell us your name and where you're listening and we'll read those in the future.

Andy: You need to tell us why you needed to be shouted out too.

David: Yeah, tell us what you've learned, where you typically listen, we hear a lot of people that listen as they work out, as they walk, as they're doing household chores or whatever. So send us an email intheloop@andyandrews.com. And we'll

say hello to you on a future episode. Matt that might be fun, compile all those, everybody that send that to us and we'll read those out in future episode.

Andy: That would definitely be fun. Might be scary, you know, I listen to you outside of your house. I'm out there right now.

David: The email is coming from inside the house.

Alright, intheloop@andyandrews.com. Let us know that you're listening. That'll be fun. Alright Andy, we've been talking about a lot of things over the last few weeks. You have the tendency and the time I have known you, which has been, gosh that's crazy, it's over 12 years now that I've been around you in some way. I've seen you go through phases in what you're talking about. Because I know the things that are on your brain, you spend a lot of dedicated time thinking about before you ever start talking about them. One recently that comes to mind over the last few years, was the topic of parenting and you even created an extensive video course about parenting, *The One Hundred Year Parenting Course*.

Andy: You're in that group of people too. You say, I spend a lot of time thinking before I start talking about it, but I really spend a lot of time thinking out loud to very close friends before I start talking about it out in public. And you're one of those people that I do. You are very patient with me David. Because I know, sometimes I look at David and I think, you are so nice not to look at your watch, like roll your hand, come on, come on.

David: So you're right, you do talk about things to a small group of people before you go say it at an event or on a podcast, or in an interview. So you talked about parenting before but one thing that I've heard you really start to hone in on lately, both in private conversations and at events, and even on the podcast is this

concept of business of your own and that means a lot of different thing to a lot of different people. It certainly can mean entrepreneurship, it can mean having something that you control on a day to day basis, it can mean being your own boss, setting your own schedule, but this concept of having a business of your own, why is that become such an important catch phrase or a concept for you?

Andy: And I don't know, if I really think everybody, I don't think everybody has to have a business of their own. I don't think so but I do, I've come to several conclusions. I absolutely believe, I don't care who you are, you give me 10, 20 minutes with you, if you think you have no chance of having a business of your own, you don't know anything worth anything or you can't do anything, you give me a few minutes with you we'll figure out a way, I mean, I'll figure out something you can make some money at. Now if I can do that, you can do that, alright. And so, that's one thing I've become absolutely convinced that anybody who would like to make a living outside of a regular job structure, they can. I've become convinced of that. But beside that, I have become convinced that whether anybody wants to do that or not, if they can manage to think of themselves as an entrepreneur, their life will improve dramatically. That if they can learn those things, if they can think that way. And when I say their life will improve dramatically, I mean, their value at their job will increase dramatically so that their money, the money they earn, would increase. That the peace at home would increase dramatically, because of thinking of themselves that way and learning that. So, so many things. And a lot of it, in fact, I believe I become to absolutely believe that people will be much more effective in every part of their life by understanding that and thinking and learning those entrepreneurial principles and those thought processes. Because they are very different from the way normal people think. And again, how many times have we said this, do you wane be normal, do you want to be average? Because these are different from the way the

average person thinks. And average people are average for a reason, because they compare themselves with other people. But do you want to have an average life, do you want to have an average income, do you want to raise average children, do you want to have average relationships, do you want to have an average influence in your society or your community? No, you want to have a great amount. And so, then you're going to have to do something different.

Now, this all boils down to one weird thing that I actually said on the phone to the wife of a Justice of the United States of America. I was so horrified because she called me on my cellphone and basically took me to task about something I had done on television, actually something I had not done. Because I was in my office and my cell phone rang and I look and it said, blocked caller, something like that. And at the time, that always for me was Nancy Lopez or Bill Gaither. And I love both of them and so I answered the phone. Well it was this lady I never talked to in my life, she told me how she got the phone and that she was the spouse of Justice of United States, that everybody in the world knows who this person is. And she was a very nice lady. And she was calling for, I guess, for a legitimate reason. In that, she said, that I saw you on MSNBC yesterday and you, she said, I was very disappointed. And I was horrified obviously and I said, why, what did I do? Well it's not what you did, it's what you did not do. She said, we read your books, she said, my husband has a nephew that came to live with us, we required him to read your books, and we feel like we know how you think. And you had that guy right where you wanted him, you had him right there and you just didn't tell him what he better start understanding and what he better think. If we're going to ta ta daa daa, you just totally let him off the hook, and you just didn't. And I said, you're right. I did not hammer him. And she said, why, for God's sake, why, you had him right there? And I said, ok, well let me explain. And this is what I said to her. I said, which I have come to really believe David, and it has to do

with what I believe people can take this concept and really make their lives better if they start to understand this. I said, the reason is because, I believe we're all in sales. She said, what? I said, we are all in sales, everybody, me, you, my kids, we're all in sales. She said, I'm not in sales. I said, sure you are. She said, I'm not. I said, well do you have kids, she said, yes. I said, well you're in sales. I said, you married so you're in sales. I said, if you have a great marriage, you're just better at sales than a lot of people. I said, but you're in sales. And everybody, we're all, we're walking around every day wanting to sway somebody to our way of thinking. We want them to go to the movie we want to go to. We want them to eat at the restaurant we want to eat at. We want to do, you know, we're all in sales. And if you're a mom or dad, trust me, you're not, you do not only have a huge sales position but you're also in a supervisory position of a group of salespeople, alright. Because when you got three kids and one of them wants to do this and two of them want to do this, and you know that the family needs to do what the one of them wants to do, then you have got to help that person and be a part of the sales job that needs to be done. Because you're either in sales or you're a dictator. And dictatorships don't work long term.

David: So did she understand after you said that?

Andy: She did but I explained this and this is very important for all of us to understand. You know, there's so many courses on leadership, right. Well this is what sales is, sales is leadership. Ok, whether I don't care if you're selling a couch, if you're selling a financial plan or if you are attempting to obey the great commission of Jesus Christ, ok. You're in sales and your focus at that moment is in bringing them, we can say, you want to sell them but the thing is, if you truly understand that this is the only couch that's going to protect this guy's back and that this is the best couch he could possibly have, now he doesn't know it but you're the one that's the expert in couches, right. You're the one who has

investigated all the competition. You're the one that knows every couch he's gonna look at before he ever look at them. If you're a financial planner, you're the expert in that.

David: And you're trying to lead that person.

Andy: And so you should, you know, if you have any ethics at all, you're going to lead them. You know, if you're a Christian and you want to obey the great commission, you want to lead someone to the truth, something that will be the best for them, for their eternity, you wanna lead them. And you can't force them.

David: Right, you've said, there's so many programs out there on leadership so.

Andy: Where the sales come in?

David: Well that's what I'm saying. How do you do that?

Andy: Watch this, because we want to go to the foundation of it. Think about this. The essence of leadership, the essence of it is influence. Influence somebody, ok. Now the essence of influence is agreement. Not disagreement, it's agreement. And this is what I've told the Supreme Court justice's wife, I said, the essence of leadership is influence. And the essence of influence is agreement, not disagreement. You know, we've been watching people yell at each other about this kind of stuff forever, ok. And nobody, I mean, have you ever seen anybody right in the middle of a raging political argument go, wow, that was a good point. Well I'm on your side now, gosh, ok, totally convinced me. It just never happens, ok. But now over time, somebody can bring somebody to a different place but only if they listen to them for a little bit. Only if they'll actually listen. Well the only

reason anybody would actually listen is if you have something in common. And the only way you ever have anything in common is if you agree about something.

David: Right. Well, so that goes far beyond politics, obviously. That's applicable in relationships.

Andy: Yeah, this is your job. I mean, so whether you intend to have a business of your own or not, the study of entrepreneurship, the study of the principles of that are important. It's important for the relationship, for your family. It's important for generation. Just because the principles of entrepreneurship are controllable in a way that your job never will be. Does that make sense?

David: It really does. And I see where you're going now with the thought of having your own business, it's applicable to a much broader thing than just going to be an entrepreneur or going to start your own business. This is, we're all in the same boat, when you're doing this line of thinking. This is kind of, what have you called it before, bottom of the pool type stuff.

Andy: We all kind of live at the surface or just under a little bit, but there's so much more that is really true if you get to the foundation of it. And so, so much as I examine and figure and pray and understand, and seek wisdom on this particular topic, I find that those principles of entrepreneurship, way supersede whether or not anybody actually is gonna have their own business.

David: That's huge. Andy let me take a minute to share an exciting opportunity with our listeners. As you know people all over the country have been telling you how much they've enjoyed hearing you talk about building businesses, that are both impactful and profitable. We've been thrilled to hear those comments and because of them, you decided to create a series. This is going to be five emails and

they're going to go even further in depth on this topic. What you've created is called *The Five Day Inspired Entrepreneur Challenge*. Now listen. For ITL listeners only, here's how you can participate in this challenge. Get your cell phone out, don't text and drive, get your cell phone out and text the word INSPIRED. Text that to 33444. That doesn't sound like a phone number that you can text too but it is. You can just enter 33444 and then put the word Inspired in there and then follow the prompts. That will get you to join *The Inspired Entrepreneur Challenge*.

Now you have to do this by April 12th. So that should leave people that are listening on a regular basis a couple of days to take this action step. But make sure that you register via text by April 12th. Now a couple of additional details as to how this challenge is going to work. It's designed to help you clear out the cobwebs that have you stuck in your business. Andy is gonna email you for five straight days and these are going to be specific steps that will bring you closer to what you really want in life. And as Andy so often talks about, he's trying to help you build the life that you choose. The topics that he's gonna cover in each of these emails, are as follows, *How to Stay Inspired in The Midst of Ups and Downs*, *The Secret to Starting Your Day Successfully*, *How to Create Your Ideal Work Environment*, *Determining Your Best Possible Results* and finally *The Mindset That You Need to Maximize Your Results*. Now again, to join this five-day inspired entrepreneur challenge, text the word Inspired to 33444 and you will start to receive this challenge soon. Alright Andy let's get back to the show.

I wrote this down so everybody I think this is worth repeating so take note here. Andy said, the essence of leadership is influence. And then he also follows that by saying, the essence of influence is agreement. You're not going to be able to lead or influence or sell anyone on anything unless you can start from a place of agreement.

Andy: And the political thing is just an easy example. And the easy example is that, you know, the republicans and democrats have been yelling at each other since God was a boy. And people would say that we're becoming more and more divided which there's a lot of evidence for that. And so somebody could say, there is nothing we agree on anymore. But you can find many things people agree on. One of them, even in politics, that people agree on, is, you ask anybody, do you think that our political leaders, you think it's ok that they lied to us or should they have to tell the truth? Everybody you ask that they'll say, oh they should tell the truth.

David: So that's a starting point.

Andy: And you know, people say, well, Christians and atheists, there's nothing they will, oh, yeah, there's something they agree on. Ask a Christian, do you want the best for your kids, you want your kids to grow up happy, contented with choices? Yes. Ask that to an atheist, they'll say yes. So there's something they have in common. So I find, now here's something and I may be speaking before it's time to speak on this one, ok. Because I don't know that I've even talk to you about this but I'm writing about this right now. And I'm 99% sure this is true. How about that, 99%. Any time people disagree, there are only two reasons. When you get to a bottom of the pool, there's only two reasons people would disagree. Number one reason they disagree, I'm not saying that is the main, I'm just saying, just two, so one and two. So first reason people disagree is, difference of opinion. Which really in long term doesn't really matter, ok. Right, you think green, I think blue. Just different opinion. And so we can compromise on, doesn't really matter. We can go teal, everybody would be fine.

But the second reason that people disagree, the only other reason I can figure out, now this doesn't have to do with them, this has to do with reality, ok. And so the

second reason that people might disagree is that somebody doesn't know the truth. Now maybe neither one of them know the truth, ok, but somebody doesn't know the truth. Because if you get to the truth, the truth, the bottom of the pool, which is uncompromisable, indivisible, when you get to the truth, when both of the people arrive to the truth, there won't be any vary from that ever again. But if only one of them is there, then the game becomes, how, you can either lead that person closer to the truth or you can drive them away forever. And so if you want to lead them closer to the truth, then the essence of leadership is influence and the essence of influence is agreement. So you have to find common ground to have time and calm to talk through long enough and explore and seek wisdom, to bring both of you to that same point, the truth.

David: Wow, this is really good. That's a great, I hope people are taking notes.

Andy: I can't think of any other, any other reason that people, when you get to foundation.

David: And I love hearing you think through things as you're talking because that's, and I think people enjoy thinking through them with you. If you have thoughts on this or if you have possibly another reason why people disagree, that maybe Andy hadn't thought of it yet, send us an email, intheloop@andyandrews.com. And this could be a good place for us to revisit the topic, at some point down the road.

Andy: You know, people, David, see the truth, the truth, it's like the best, it's only one thing. Now curiously you can know the truth without achieving the best, that is possible. It is not possible to achieve the best without knowing the truth. And so the only hope for peace in our families, real, true, lasting peace, in our families, is that we arrive at the truth, ok. And so doing that, getting there, it can be tough

sometimes. But thinking through and being patient with each other and being open, because once you get to the foundation, you can't go any further. When you got to the foundation of how's culture created, when I was dealing with culture, and I got to the foundation of culture, you know, people, they, oh culture is created by results. No, it's created by choices. And that's what most people think. But then we got down to the foundation of it, and the foundation of it is our thinking, right. Ok, well then people started, you know occasionally I'd have somebody write me here or somebody stop me and say, well now, we only felt like, our values, I had a guy tell me this, very, very important person, very high level, and he said, I really have always thought and express that values were how a company and a school, how a comedian created their culture, that values were the foundation. And I listen to him talk and I just ask, one question, I said, I understand that and that is true. I wonder if it's the truth, however we want to figure out, is, how do you decide what your values are? How do you determine your values? And he said, well da daa daaa. I said, ok, so what do you had to do to do that? Well da da daaa. Ok, what are you doing? Well I'm thinking it through. So do you determine your values by you're thinking? He said, well yeah.

David: So in that series of questions, he realized.

Andy: He realized, yeah. So once you get to the bottom of the pool, there's nowhere else to go. And that's how you know you're there. So that's what we wanna do with the truth. And I'm not saying the truth is like, that there's some shiny thing out there, that we all drive to Dallas and see. It is the truth about, I mean, there is the truth about our relationship, there's the truth about this show, the truth about our country. Well the truth about our country, yeah that has a hundred different divisions too. But there is a foundation on everything you seek.

David: Andy thanks for your insight today. This is a great topic, hopefully we'll continue discussion based on your feedback. Send us your thoughts intheloop@andyandrews.com or give us a call and tell us your thoughts, or ask a question, 1800 726 2639, that's 1800 726 Andy. Tell us your name, where you're calling from and your question or your thoughts. And we could get to that in coming episodes. Andy thanks for your time, we'll talk to you next week.

Andy: Thank you buddy. See you next week.

Would you like to run something by Andy? Contact us and your question might be featured on the show!

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