



Lessons Learned from Too Many Clients

Growth Everywhere
Single Grain

Eric Siu: Good morning, Austin, day two.

Number one, is we're gonna knock out a ton of sales presentations, close a bunch of deals, and then we're gonna push the software forward. That's number two. Number three is to hang out with cool people at the event tonight.

I have a couple sales presentations to resume, which makes life easy. Then we're gonna go to SoulCycle. We're gonna train because we've been really fat for the last couple days. Then there's a cocktail reception tonight. Then I've gotta prepare for tomorrow's speech because I'm replacing somebody else. Originally, I was just doing a breakout. Now I'm stepping onto the main stage. Sometimes you just gotta have stuff prepared if ... It's not if life gives you lemons. This is actually a good thing. If life gives you, I dunno. If life gives you honey ...

Thomas: It's opportunity right?

Eric Siu: Yeah. Something like that.

Okay, nobody's wondering what my breakfast routine is. But, let me tell you anyway. I don't eat breakfast. Why? You don't have food sitting in your stomach, so you can focus more, right? You lose more weight that way. Don't ask me how. I just read a article. I feel good about myself. Then, I just do it. [inaudible 00:01:24] makes sense and I just do it.

Google "James Clear Intermittent Fasting" and get all the benefits there. Then you just tell people you intermittent fast, when the reality is you're lazy and you don't wanna eat, and it has health benefits.

Here's a story with the hotel. We booked two rooms. They canceled one of our rooms. We were left without our pants on. Yesterday was like, "Oh, we're not allowed to cancel. Blah, blah, blah." Then we found out they were lying about it. Now they're gonna comp us for the room. They gave us some food. They're sorry about it. First they only gave us \$40. Then my assistant dug into it deeper. Then we found out that yeah, they were not being honest about it.

Thomas: How's that juice?

Eric Siu: It's not that good. How's that juice?

Thomas: It's the same one.

Eric Siu: I know.

Eric Siu: Sometimes you can't try to take on every deal because if you're a service-based business, or even if you're a product-based business, I learned from AppSumo actually, this is from six years ago. At Treehouse we did a deal with AppSumo, got thousands of customers. Well, I had a couple of customer support reps. Then what happened, is our customer support reps got inundated and basically the CTO got mad at me and said I made everyone's day bad.

If you take on too many customers, you're not gonna be able to do the best job. So, for the last month, we didn't close any deals, but that was by design because we didn't want to let the quality of our work suffer for our current clients. This month, we're about to close a bunch, it's because I delayed it by a month. Sometimes you have to take that into account. It's not just about closing deals. It's about maintaining quality. You continue to get more referrals. You continue to do good work, and your people don't get mad at you. So you have to think about that.

Hey that's my friend's [inaudible 00:03:20].

Either or, it could be, either one is convenient. Congress or 6th Street. You pick. Okay, I'll come to 6th Street. Okay, yeah, you'll see us. It's two Asian people.

Basically, it was a bunch of sales calls. We're very close to closing a couple deals. A bunch of calls with some sales operations people 'cause when I've been throwing these dinners, one thing I ask is, "What's one thing that you could use help with?" Three people last week said they could use help with sales operations. Sales operations, basically helping you with the stack, setting up processes, things like that to building a sales team. I think it's becoming more and more popular. That's the takeaway.

Now, we are going to our hotel. We're changing rooms again. The other thing is we are meeting with a guy that owns a company called FindThatLead and he listens to the podcast. We're going to the opening reception dinner. Oh, we actually need to register for the conference too. We've gotta get the passes. Gotta get the passes and look cool. Wear the name tag. That's it. And then eat more food and get fat.

Where are you going, man? Where you going? I wanna go to the [inaudible 00:04:37].

Hotel Rep: There he is, how you doin'?

Eric Siu: I'm good.

Hotel Rep: Mr. Siu?

Eric Siu: I'm Mr. Siu, yes.

Hotel Rep: How are you?

Eric Siu: I'm good. We are checking in for the new room. Apparently, my assistant called you yesterday.

Hotel Rep: Did you get ahold of ...

Eric Siu: I think we got it resolved, but apparently Sheraton can cancel, right?

Hotel Rep: Yeah, I guess so.

Eric Siu: Yeah, I guess so, huh?

Speaker 4: Last name?

Speaker 5: Are you signing in now?

Eric Siu: I'm signing in.

Speaker 5: Awesome. Give them your last name [inaudible 00:04:59].

Thomas: Siu, Siu.

Eric Siu: Correct, S-I-U.

Thomas: [inaudible 00:05:00] gonna be over there with the speaker bags.

Speaker 5: Thomas? See you in there.

Thomas: Oh, there you go.

Eric Siu: Fitness is the first step to greatness. If you wanna watch the reality series with [inaudible 00:05:11], check it out.

Map. Shirt. Tag.

Fun fact, the stationary bikes that you go on, those are actually 79 times more dirty than a public toilet seat. We're gonna do 500 push-ups, 500 squats, and then we're gonna go do a meeting. We're gonna eat dinner. Then we're gonna go to bed.

Here we go. Here we go.

Thomas: You [inaudible 00:05:33], alright.

Eric Siu: Yeah. This guy's racing me. This guy's racing me, dude.

Speaker 6: Is that what you call [inaudible 00:05:45]? What are you doing?

Eric Siu: He's racing me, dude. Why are you so slow? Dude, what are you talkin' about? Your push-ups are terrible. You okay there?

Speaker 6: I'm good.

Eric Siu: Look at that form. Look at that CrossFit form.

Basically we just cranked out 500 push-ups, 500 squats, and half a mile on the elliptical. Very light workout. Was a good one, though. But you can see the difference in form between a CrossFit person like Thomas, versus a peon like myself. Yeah, fitness is the first step to greatness. I got a comment on Twitter today about how I should put my health first. I shouldn't eat my meals in 10 minutes. Thank you for that. Health is number one. It allows you to do everything else.

Going to a quick meeting before the dinner, the SumoCon dinner. Then, we're gonna go to bed.

Speaker 7: You're gonna be on stage for 30 minutes and then tomorrow, at the end, we're gonna do about four questions of Q & A.

Eric Siu: Today's agenda, basically we're gonna talk about hiring great marketers, 'cause it's the number one thing I get asked about.