



Business Brain Trust – Joel Epstein

Here is a manuscript of when Jay Abraham met Joel Epstein

JOEL EPSTEIN: Always remember where the finish line is. Write that down. If you don't know where the finish line is in every area of your life, you're not operating at max capacity, max profitability, max whatever you want to call it.

JAY: Define it.

JOEL: "The finish line" --- that is the end goal. That is what you want out of the interaction.

You're standing in line to get coffee in a coffee shop, and somebody steps on your toe. You step on their toe back. You obviously forgot where the finish line was, because all you wanted was a cup of coffee.

If you're dealing with a vendor or you're in a specific business scenario... (The personal relationship stuff is more fun.) But you're in a specific business scenario... you're dealing with someone --- before you react... People ask me all the time, "Joel, how to you deal with an ego monster, an ego maniac?" Three quick tips: Always know where the finish line is; Never return fire; and then, the hardest one, Give them a cookie. (I'll get to that in a minute.)





But the bottom line is, you're dealing with a challenge in front of you. It could be a spouse; it could be a significant other; it could be a vendor; it could be an employee; it could be your boss; it could be a customer.

Where's the finish line? What do you need out of this relationship? Sometimes these relationships only last three minutes.

Perfect example: Road rage. You're cruising down the highway, somebody comes right in front of your car, clips your bumper by two inches... What do you do? Don't lie! Oh, yeah, I see someone with their correct finger up immediately!) You drive 100 miles an hour up behind them with your bright lights on, screaming and yelling, correct? That's what we all do. Where's the finish line? Who cares? We don't care about that person.

Think about that through your business. Now you're in a scenario where you're dealing with some other vendor where you do care. There is a specific finish line in mind. Well, what is it? Where are you trying to get to? And when I say, "Never return fire," if someone has an ego monster moment with you... when somebody rages forward at you... It could be a vendor. :I asked you to send me a box of the #2 pencils, and you sent me #3's." "No, I didn't. I sent you the #2s. You have no idea what you're talking about." What's the end? What's the finish line? You want your pencils, right? You want the #2 pencils, right? Not, you want to punch the guy in the face. You want your pencils, OK?

So remember, when someone's spewing at you, that's an ego monster moment. Let me tell you a little secret about ego monsters. (Can I see the book for one second, Jay?)

JAY: Of course.





JOEL: I'll tell them this right now. This book, by the way --- I lied on the front cover. I'm a big, fat liar. You cannot control ego maniacs in your life. It is impossible. They are wired and pre-wired to win at all cost. They will keep going until they're in the ground to make sure that they win. So what's the worst thing you can do? Return fire.

"You didn't send me those #3's!" "OK, let's agree to disagree for a minute here. For some reason, I have #3 pencils. I really wanted the #2's. What can we do to get beyond this so I can get my #2 pencils?" Sound simple, right? Everyone does it, every day, right? (Let's see how many liars there are in the room.) OK? That's not what we do, for the most part. Never return fire.

3) Give them a cookie. Guess what ego monsters love to do? Guess what they're all about? When someone's spewing at you like that --- a vendor, an employee, a manager, someone you have to deal with, a big-time customer, maybe a huge account. They're letting you have it, OK? What do they want? Pardon?

PARTICIPANT: [INAUDIBLE]

JOEL: You know what they want even more than that? They want to "have at it," because you don't know what happened to them before they got to you. That's the thing you have to remember. You have somebody screaming at you or giving you a hard time about something in your business, you don't know if maybe a half hour before their spouse left them. You don't know that. You're just the one getting it. They're just taking it out on you.

So when I say, "Give them a cookie," what I mean is, let them clearly know that you are not here to fight. You will not fight. Fighting will do no good.

