

RICK'S

FEBRUARY 2023

NEWSLETTER

This holiday season I was fortunate enough to receive many gifts and kind gestures. One of these gifts in particular was a beautiful fruit basket filled with some of my favorite fruits. I was quick to rip open the plastic and dig into this colourful basket pulling out some of the best looking fruit. I was filled with excitement as I began to eat and enjoy. It was as I began to peel an orange that had been included in the basket that a thought occurred to me. The orange I had pulled out was a seedless orange and suddenly a revelation popped into my mind. The life of this orange, was ending with me. Upon consumption there would be nothing left. Without any seeds there was nothing to continue the cycle of oranges. The same can be true in the business world. The best way to see a business grow and multiply is by allowing yourself to open up in both giving and receiving advice. A 'go it alone' mentality can only take you so far and like that seedless orange eventually you will burn out and the cycle will end with you. It's much easier to learn from others failures than from your own and likewise passing on knowledge of your failures to others can help save them a lot of heartache and help them grow and improve.

You might think I have gone crazy spending all this time talking about seeds and fruit, but the truth is there is a lot about this principle that we can relate to and learn for our own lives. I read a story once about a Man who had grown up to create an empire of fast food restaurants. We'll call him Joe for now. Although Joe accomplished great things his story didn't begin with success, instead his life began as an orphan until he was soon adopted at the age of six weeks. Not having his birth parents didn't stop him though, as a kid Joe was obsessed with food and more specifically restaurants. He loved the atmosphere that a restaurant created, combining amazing meals with quality time and conversation. Joe's dream of owning a restaurant came early and continued to grow and as he entered his teenage years. He began to work as a busboy at a local restaurant. It was there that his hard work, love for food, and passion for restaurant business was noticed by the owner Phil Clauss. Phil began to take him under his wing and after a short stint in the military Joe would return to the restaurant as a full time employee, this time as a cook. It was shortly after this time that Phil introduced Joe to Colonel Harland Sanders the founder of Kentucky Fried Chicken. With the continued mentorship of Phil and the experience and knowledge of his new Mentor Colonel Sanders, Joe had everything he needed to kickstart his dream. He spent the next decade soaking in everything he could learn from these two about the restaurant business. When the time finally came for Joe to show off all of the knowledge he had absorbed and learned, Colonel Sanders offered Joe a chance to manage 4 failing KFC locations with the promise that if he succeeded he would be given a 45 percent stake in the restaurants. Joe passed the test with flying colours turning the businesses around and becoming a part owner in 4 successful fast food establishments. Over time Joe continued in success to the point of opening his own food chain. So thrilled and inspired by his passion and mentors, Joe's chain of restaurants were not only successful but they still serves millions of people to this very day. This Joe is none other than Dave Thomas the founder of Wendy's Restaurants. It wasn't simply hard work that got Dave to the place he is today, although that certainly helped, instead the willingness to learn and be mentored and the willingness of Dave's superiors to mentor him is what led to his success. The same way orange seeds for the orange are needed to multiply more oranges, we recreate and multiply in the same way as we approach business with this mind set. Allow yourself to be open and humble yourself to soak in all that you can around you. Every employee is an integral cog in the machine that is a business and when those cogs are all working towards a common goal and learning from each other not only is their knowledge multiplied but the success and results of the business will be multiplied as well.



Rick Gioia

DRSG SALES TRAINER

Enthusiasm and passion brought Rick Gioia into the furniture industry nearly 30 years ago. As the former owner of Stratford Furniture and Sleep Centre, Rick was able to transfer his approach into sales, maintaining 70% of the area's market shares in bedding for 12 years. Lucky for us, Rick's generosity led him to share his energy and experience first as a motivational speaker at John F. Lawhon seminars and then as a member of the dRSG team. Rick specializes in training and will light a spark under any sales team!

RICK'S TIP OF THE MONTH

One of the most important lessons you can learn in the business world is to stay humble. You never know what experiences and knowledge others around you may have. Allow yourself to become a sponge soaking up as much information as you can, learning from others experiences is much easier than putting in the time to have these experiences yourself. If you have experiences and lessons you can pass on to help and mentor others, do so. We reap what we sew. Helping each other grow and improve makes for more success and joy multiplied many times over.