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The Top 3 Lessons I Learned From *Shark Tank's* Robert Herjavec

For Growing A Multimillion-Dollar Business From Rags To Riches

Today, Robert Herjavec is known as the beloved “nice judge” on ABC’s *Shark Tank*, but if you ask him, he thinks the descriptor “fair” is more appropriate. Whatever you call him, make no mistake: he’s one of the most shrewd and successful businesspeople of our time. Despite humble beginnings while growing up in former Yugoslavia, Herjavec managed to leverage his endless drive and acumen into a long list of multimillion-dollar business ventures, including Herjavec Group, now a global leader in IT security services.

When someone gets officially dubbed a Shark and becomes one of the most visible faces in the business world, you might expect them to lose touch a little bit. But that’s just not the case with Robert Herjavec. At a recent conference, I had the pleasure of seeing him speak. It was clear that he wasn’t just there for a paycheck. He genuinely wanted to share his wealth of knowledge with all the attendees. Here are a few key lessons Herjavec schooled us on and how they can help your business.

1. YOU’VE GOT TO SHOW UP.

Right as he took the stage, Herjavec delivered a simple but vital piece of encouragement to everyone in attendance. “I congratulate everyone for being here,” he said with a smile. “Because the key to success is you gotta show up.” Whether you’re making time for an event or just struggling to survive, “if you don’t show up, you can’t win.”

The fact is that it’s easy to get caught up in the minute-to-minute chaos of running a business. It’s just as easy to get tired out, start slipping or begin questioning why we’re trying at all. But, as Herjavec was so eager to point out, we need to bring ourselves fully to the task at hand if we hope to carve out our chunk of success. Sure, we’ll have bad days, but the more we can be present, prepared and hungry to implement our vision, the better off we’ll be.

2. NOTHING HAPPENS WITHOUT SALES.

Herjavec will be the first to tell you that, starting out, he knew absolutely nothing about the sales world. By his account, he was a “geeky, technical guy” who thought that as long as he offered a great service, customers would show up. Luckily, when he was 23, his friend Ross Marsden – then a global VP of sales – gave him a piece of advice that would change his life. “You’re a great guy, and you really know your stuff,” he told Herjavec. “[But] unless you learn sales, you will never be successful.”

In response, Herjavec began to learn more about sales and marketing, until he realized, “You can have the best accounting system, the best CRM [and] the best tools, but nothing happens until you sell something.” The difference between those Fortune 500 companies dominating the market and the little guys who barely eke out a living? Sales.

“Sales is not a foreign object that controls what you do,” he said. “Sales is an extension of what you do.”



you want it to be like it is, don't forget there's somebody out there – like you were many years ago – who wants to take it away from you."

The antidote to this attitude, according to Herjavec, is to keep selling, keep growing and keep pushing. "If one of your top three tasks every day isn't 'Sell something,' you're going to fail," he said.

3. "EVERY DAY, SOMEBODY WAKES UP WITH THE SOLE INTENTION OF KICKING YOUR @SS."

After hearing fellow Shark Mark Cuban say this during the first season of filming *Shark Tank*, Herjavec got it chiseled in granite above his desk. "One of the hardest things about becoming more successful is success," he said. Because when you're no longer that "hungry, young person looking to take on the world," you get to a point where you're content enough to let your life (and business) stagnate. Herjavec said, "The minute

"It's like a mantra in my mind: constant forward momentum." If your company isn't growing *at least* at the rate of the market, you're losing ground. Customer service and excellent products are vital, but if you lose sight of the importance of sales, you're bound to the path of mediocrity.

Of all the wisdom Robert Herjavec imparted to us, that was the most inspiring. It doesn't matter how big or small your business is. Sell what you have, and stay hungry.

On the Lighter Side

What's the oddest thing that happens with a hypochondriac support group?

Members call in sick, but they all show up for the meeting.

My mother asked me to hand out invitations to my brother's surprise party. That's when I realized he was her favorite twin.

A man is on trial for armed robbery. The jury comes back with the verdict. The foreman stands, clear his throat and announces, "Not guilty." The defendant leaps to his feet. "Awesome!" he shouts. "Does that mean I get to keep the money?"

I was driving when I first saw the flash of a traffic camera. I figured that my picture had been taken for speeding, even though I knew I wasn't. Just to be sure, I went around the block and passed the

same spot, driving even more slowly. But again the camera flashed. Thinking this was pretty funny, I drove past even slower three more times, laughing as the camera snapped away each time I drove by at a snail's pace. Two weeks later, I got five tickets in the mail for driving without a seatbelt.

The other day I was thinking, "I must be the most unobservant person in the world." Then I thought, "Well, maybe other people are equally unobservant and I just haven't noticed before."

I love that TV show with all the different video clips of things going disastrously wrong. What's it called? Oh yes – the news.

A man tells his doctor, "Help me. I'm addicted to Twitter!"

The doctor replies, "Sorry, I don't follow you..."

BSSi2 Announcement: We're Growing, Again!

As our client base continues to grow, so does the staffing needs of BSSi2. Our goal is to consistently deliver convenient and quality service to all of our clients. To continue meeting this goal, we've added two new employees to the BSSi2 family:

VINCE BUFFANO | SERVICE SUPPORT CONSULTANT

My name is Vincent Buffano, I prefer Vince. My hobbies include playing video games and occasionally playing basketball. I am new to having a job in Information Technology. I have studied and graduated with an Associates Degree in Network Administration from Morrison Institute of Technology. I am always willing to learn and grow in my field so I can further myself in my career. My goal far in the future is to learn how to code so that I can develop video games.



JEFF DANIELSON | SENIOR TECHNOLOGY CONSULTANT

My name is Jeff Danielson. I was born and raised in Chicago, Illinois. I graduated in 1992 from the University of Illinois at Chicago (UIC) — Go Flames! I majored in business management and minored in computer science. I got a job building a new device called the personal computer (PC). That opportunity changed the direction of my life forever.

Actually, my future career was connecting PCs together to form a “LAN” or Local Area Network; then WANs, Wide Area Networks. As a longtime certified engineer, I am constantly educating myself in preparation for the changing business environment.

I recently merged my business Independent Networking Consulting, Inc. which was founded in 2002 into the BSSi2 family. I am dedicated to exceed client's expectations by providing quality workmanship and value-added services. My goal is to service our client's many needs with professionalism and integrity.

On a personal note, I love my wife, Angela, my family, and friends. I love God, fishing, Chicago Bears football and the USA.



Technology Tidbits

5 Ways To Build A Stronger Small Business In 20 Minutes Or Less

1. Go to a networking event. It's all about who you know, as they say, and with sites like Eventbrite or Meetup.org, it's easy to find communities where you can connect and learn.
2. Take a break and learn something. Listen to a podcast or put on a quick TED Talk on a subject you're interested in. Over time, these little nuggets of information add up and can transform the way you work.

3. Work on your social media. Schedule some posts that will get traction.
4. Take an online class. Whether it's through Google's free online academy, Udemy, LinkedIn Learning, Skillshare or Coursera, it's easier than ever to pick a subject and learn everything you can.
5. Find money you're owed. Track down an overdue invoice and send a friendly reminder.

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***“We make all of your
computer problems go away
without the cost of a
full-time I.T. staff”***

Shiny New Gadget of the Month

GE's New Smart Microwave

As more and more household devices go toward the Internet of Things' (IoT) direction, General Electric is following suit with its new WiFi-enabled smart countertop microwave. With the capability to sync with Amazon's Alexa, it aims to change the microwave game.

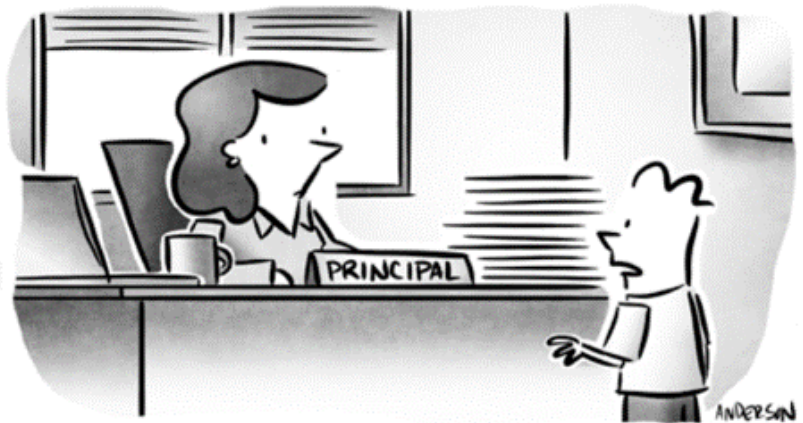
While it can't put the food you want to cook into the microwave by itself, it can do pretty much everything else in the process. All you need to do is scan the barcode of a specific food with a smartphone camera, and then the microwave will cook it perfectly using the exact correct time and power level. Over time, the microwave's library of known foods will grow. Eventually, you can just tell Alexa what you're cooking and have the dish heated to perfection.

Now, you might be wondering why we'd use smart technology to make microwaving a hot pocket even easier. But hey – it's the wave of the future. The extra features make it worth the relatively low price alone.



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“You know, in the tech world being disruptive is seen as a positive.”

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