

# S4 E13-Ed “The Rainmaker” Robinson

## **SPEAKERS**

Ed Robinson, Peter Margaritis

### **Peter Margaritis**

Hey, welcome back everybody. Man, is this gonna be a fun episode, and you know learn a lot, because I have Mr. Ed Robinson, otherwise known as 'The Rainmaker' as my guest today. And Ed, first and foremost thank you for taking time out of your busy schedule to spend some time with me.

### **Ed Robinson**

Peter, it's an absolute joy. Thanks for inviting me, and I look forward to being part of your show today.

### **Peter Margaritis**

So, I kind of knew you over the last few years through NSA, and somebody said he was a CPA. And I went, 'Okay.' But the word Rainmaker and CPA together. What? That doesn't...that's like doesn't seem to jive together. So I'm curious, I know that when you when you graduate from Walsh University with accounting degree, where did you start your career off at?

### **Ed Robinson**

I actually started off with oil and gas. I worked for Union Oil out of Chicago. So, I started off in this space. I interviewed with Ernst and Ernst at the time, and have family up in Chicago. And I wanted to kind of get out of Ohio at that point, primarily to get away from family. So, I went to the Union Oil job, and that was the beginning of my career. I went from there and then slid back over to Ohio and worked with National Cash Register for a while. So, I've always been in corporate accounting as a controller until I started my own practice back in 1984 some time. Wow, so you've had your practice since 1984. As I researched, I had a blast learning more about you. The thing that... you get it, and it's something that I've been talking about for a long time, but you get it as well as, is technical skills will only get you so far in life. You really pick my whole purpose for existence, Peter, because I work primarily with professional service groups, specifically accountants. And we get to where we've gone through our formal education, where we can dot the i's, cross the T's, do the math. Where we get technically competent, such that we become comfortable in that space of doing the accounting or the technical side. Technical ability is fantastic. Our technical ability alone will not get you on the fast track, if you will, to grow in your career, and raise and work within your organization. So, I know when they first asked me when I was working in public accounting, I was asked to start being a rainmaker. Start selling. Start doing start meeting people out there so that I could help bring clients to the firms that I was working for, and that was a shock to my system. And I realized it's not as shocking if you have a simple system to make it happen. Let's get this simple system here in just a second, what was it about you that the partners in the firm, or the people in the organization, said we want Ed to go to go bring in business? We want him to go out and skin it. We'll, we'll do the rest. I think the main skill set was the ability to be customer focused. Because whether I was doing technical skills or doing calculations or helping people

with the tax area, I was able to communicate with them, build a relationship with them, such that they have confidence in me. And that confidence actually raised my confidence as a professional, and it allowed me to talk with people about their problems. And it was a natural gravitation, if you will. Have a conversation about what their challenges are, find out what their problems, have that personality to where you're talking to them, and it just allow people to gravitate to you. Now, you probably know, I was an athlete in undergrad where I played basketball for my university. So, that kind of made it a team mindset. I was always willing to find out what's gonna make this thing work better. So having that made me a little more outgoing than maybe the traditional accountant. So did you grow up in a big family that you've always had this natural ability to communicate with others or was this something that you've learned over time? I would actually answer that with both. I came from, I'm the oldest of eight. But it was a blended family, where it was truly the Brady Bunch in real life. It was yours, mine and ours. That was, you know, my mom married a gentleman who ended up being my Dad or my Stepdad, who had three children. And my mom had already had three children, and then they had two more of their own. So, I was always kind of the leader of the pack and taking care of the kids, and helping them with family, and trying to get people to be alive. When I guess that kind of helped with some of the leadership aspects, for sure.

**Peter Margaritis**

Absolutely. I think some of the things that we learned early in life, especially when we're customer facing, customer focus, I'm Greek. So restaurants were may have always been my thing. But growing up in a restaurant, I worked at like 12 years old. I came realize that I can make them laugh, and have some fun with them, that they would give me larger tips. And the ones that I did that, and I, you know, I had somebody say that I was gregarious. I had to look it up, but then I went back to thank them later so I appreciate that. I, you know, it was just my background, and what I went into public accounting at Price Waterhouse all of this air got sucked out of me. I couldn't breathe.

**Ed Robinson**

Yeah, for sure.

**Peter Margaritis**

And I view the way they were communicating with their clients, didn't make sense to me. It was completely foreign. It was somewhat robotic in this foreign language of accounting. And I just, just never, never really...and still to some degree don't understand how some of these firms continue to survive when they're lacking on those critical, you know, we call them soft skills, but you know, the pretty hard to master.

**Ed Robinson**

We really are. When I do my leadership aspect of it, most people will say, it's our hard skills that gives us that competence, but it's the soft skills that gets you clients, helps you grow, and makes you promotable in terms of career development when you're within a firm. So, even though they're soft, they're hard to master.

**Peter Margaritis**

Yes, absolutely. So you became The Rainmaker and you were mentioned something about very simple system. Can you share that simple system with me, please?

**Ed Robinson**

Absolutely. Wow, when I work with entrepreneurs, I show them a five step process of what does it take to have a balanced business practice from a business development standpoint, and we'll talk about five things. I'll talk, talk to them about we have to have those specific goals, and there's a system within that. That has to be a marketing strategy, and there's a digital system there. But then you have to have a business development or procuring of clients strategy, and there's a four step process there. But you also have to deal with customer service and keep your pipeline full. So, those are the five things. But under Business Development, it's about making it rain. And that rain is an acronym for build rapport. Peter, you and I have mastered that where we're somewhat prismatic but I will quickly tell someone, even though that I get the label of being prismatic and outgoing. I'm very much the introvert that a traditional accountant would say. I'm very comfortable reading a book, being by myself and doing the heavy lifting in terms of data gathering, etc. You always say, as you prepare for this interview today. So, the first one is building rapport. Second one is asking specific questions to discover the pain, to discover the problems or the challenges with your client. And then, 'I' is implementing solutions to help them alleviate that pain, alleviate those challenges or have a systematic way of dealing with those challenges. And last but not least is negotiating. What is the next step? I take out the trickery or the manipulation of a sales person, and share with them, find out what those problems are. Share how we can solve them. And ask that client what does it take for us to move forward, what do you feel that next step is? And work with them to make them comfortable with that process, and then deliver.

**Peter Margaritis**

I love it. As you're describing that, I went to the fact that I offer a business development course, and I offered up in Maryland and I had like 10 people show up. But they, when they showed up. They said they couldn't leave a CPA was doing a business development course. So, they wanted to see if this was real. I went, "Yes!"

**Ed Robinson**

Is there a joke here?

**Peter Margaritis**

I know exactly. I went, "No! There's no joke." I would follow all those lines in the same steps. But the one roadblock I keep running into in discussing business development CPAs, and you just said it...the dreaded word of negotiation. It's almost reminds me that like the commercial that, you know, we don't want you to be your parents. Okay, time to open a PDF. Who wants to open a PDF? Oh no no no. That's how it seems like when the word negotiation comes out. I imagine you run into that all the time.

**Ed Robinson**

Absolutely. And what if we took the negotiating out, and what if when we get to that point where they know what we're about, or more specifically, we have a better understanding of what their challenges are and what their problem is. And then our menu of all the things that we can do, we have isolated the

two or three things that we can do on their behalf to move forward. The negotiation is simply, let's lay that on the table. Tell them how we can implement it and find out if it will work for them. And it could be the maturity of your business or maturity of the presenter, but at some point in time it's like, if I've laid that out, and I have a solid solution for you. I'm not going to try to trick you into doing business. There has to be a comfort level with you and me so that we can actually move forward, and you feel as though we're going to solve that challenge. And literally if that comfort level isn't there, I don't care how much negotiating you're going to do. Peter, can I share with you a quick story.

**Peter Margaritis**

Absolutely!

**Ed Robinson**

I accidentally became an expert in right branding. I say that because I, when I had my accounting practice, I encountered a gentleman by the name of Walter Hale. Walter was an older gentleman. I guess I was in my mid 30s at the time, and Walter was early 80s. When he shared he started selling, but when he was a child. He started selling flour, like Pillsbury flour, door to door. Then he started selling insurance door to door. Well, fast forward, he sold so much insurance that he bought the insurance company that he worked for. And then he went about trying to find a buyer for that. And he found a buyer. You remember the old K-Marts.

**Peter Margaritis**

Mmmhmm. Yeah!

**Ed Robinson**

He sold his business to Kmart for about \$78 million dollars. Well, Walter would say "That's what that was a lot of money!" Walter said that his closing line was, he has spent three months, finding out what they needed. Asking questions, finding out who the influences are. Shifting his business model to marry up with Kmart, and then he put it in a fashion and present it to them and say, okay, my employee benefits insurance company is now a perfect fit for what you're looking for. When it's a good time to start? We can start in three months. We can start at the beginning of the year, you tell me what works best for you. And he says that was my whole negotiating, my whole closing statement. And \$78 million later, he started helping other people have that mindset. So what I hear, and I wrote this down as you're describing. Basically, Walter knew his audience. Criticals.

**Peter Margaritis**

And Walter did his, and you said, did his research.

**Ed Robinson**

Absolutely.

**Peter Margaritis**

And he knew the questions to ask. And he knew what the lack of a better term, shut up and listen. There's a lot of times, we'll come up with this ammunition, and the person is talking, and we're really not listening because we're playing around in the back of my head what else we're gonna say.

**Ed Robinson**

Exactly.

**Peter Margaritis**

And he negotiated in a way that he knew them inside and out, upside down. And I love that story, because of the amount of detail that he put into understanding and knowing his audience.

**Ed Robinson**

And really if you're not willing to put in the heavy lifting. That's what I consider the heavy lifting or the technical part of finding out what are the challenges that this person is bringing to the table. And even with my entire menu, all the things I can do. Despite 2,3,4 of my, usually max, of critical components of what you can do, that's going to work for them, and solve their problems. So rather than give them the whole menu. I mean, I love Greek food so that took me to that whole restaurant thing. Share instead of sharing the entire menu so you know based on what you're telling me like, these are the top three or four things that could really make you happy than find out which one is going to work or combination, is going to work best. And then just shut up.

**Peter Margaritis**

Yeah, I tell the story that, it's more of a fictitious story but it's a combination of a lot of different stories about a CPA walks into this client, CFO and ask them, 'How can I help you?' And the CFO is kind of telling the story everything that. And then we start with here, that's a portfolio right here. What they're pulling out has nothing to do with what the guy does, or she said.

**Ed Robinson**

Absolutely.

**Peter Margaritis**

It just...I came in here because we had this new product that I want to try to sell you without listening to understand. This isn't what he needs. He needs something over here. Or you may not have it, but you know someone who does that you refer them to. And you lose that credibility right at that point because CFO knows, he didn't hear a word I said.

**Ed Robinson**

Exactly because, as a matter of fact, we as humans have that magic space in between this stimulus or that conversation of a question, and how we respond. And if we respond in your story by we can in our back pocket and bring it out one thing that we have brought ahead of time. They know that, again, we weren't listening. Sales, it really is about, in business development is about that 80-20, that old Pareto rule. 80% of the time you should be listening, and 20% of the time you're primarily asking questions to help you with the research that you've done, and making sure that you're on the right track. And then when you have that marriage, put together a proposal that's going to satisfy what their true needs are.

**Peter Margaritis**

Absolutely, and it's, you know, and you and I were talking about this and sounds so very simple, I mean everybody should know this. Once again it's very, very hard.

**Ed Robinson**

Yeah. So, you work with a lot of financial service corporations, companies, accounting firms. What do you see in today, have they gotten any better, or are people more... Are you driving more business because now we have the, I need this, the technical skills aren't going to give me that I need the ability to communicate and help my clients? So, are you getting more than business from those firms? Yes, the two words I would use that reason why people hire me or bring me on most often is what I call revenue drought. And The Rainmaker is perfect for that challenge. The revenue drought is you go through some things. It can be a pandemic. It can be a disruption. It could be we're busy as heck. It can be tax season. And because of that everybody is doing the heavy lifting in terms of tax returns and taking care of clients and doing things. And all of a sudden in that space, we have a lot of revenue coming in but then we're going to have our pipeline is going to be empty at the end of tax season. So, what I'm trying to do is help firms recognize that the more people that we can have with the mindset of having antennas up looking for the challenges our clients have, and challenges that we can either help with or as you shared, Peter, we may not be the solution, but we may know someone who is that solution. And with that, be a resource for them to solve whatever their challenge may be.

**Peter Margaritis**

So, let me ask you this question. You know, I've kind of skirted around a little bit on this. It just dawned on me. I think another challenge that financial professionals, those who are very technically sound have, is the fact that they don't realize they speak a foreign language. And they're not good translators of the foreign language. They think everybody should know what amortization is. Oh no, depreciation. Yeah, I know what that is. That's the value I lose my car when I'm driving off the new car lot. No no no, that's a systematic allocation of an asset over... It's this language gap that we have.

**Ed Robinson**

Yeah. There is no language gap. And it's a matter of, sometimes, because of our education, we want people to know how bright we are. We all use, let's just say, a higher level of vocabulary than necessary to translate our knowledge, just knowledge, they can use. And to use your words, we want to simplify it...what we're saying so that anyone can understand it. And if we do that, then all of a sudden they're saying, 'Wow, I like you. You make all this difficult stuff easy for me to understand, and if I can understand it and I can use it, and it helped me with my business.'

**Peter Margaritis**

And it goes back to knowing your audience knowing your audience. Okay, the CFO, probably communicate less, but maybe not the CEO. Maybe not somebody else in the organization. Understanding that, okay, I can use these technical terms around the CFO, but if I'm going to talk to a controller or staff or somebody up in sales, I can't use that same language. I have to use a different language because even though we know accounting, just because I can yell out an asset to make him understand that doesn't work. We have to... in that context.

**Ed Robinson**

Absolutely. No, I liken it to. It was a Guy Kawasaki, where he goes through his rich dad- poor dad conversation. And what we have traditionally saw as assets and liabilities versus a revenue asset, it becomes a whole different language. It's like, Wow, that car we have isn't an asset. It's a liability going down the street. As opposed to a building, we have that we may rent. All of a sudden is an asset because it has, it can generate revenue. And if I work it right, it generates revenue and develops wealth for me. And if we have the right vernacular when we're talking to them, and if we like, again as you mentioned, Peter, if we know our audience, so that we can share that similar situation or our common story, so that it makes it clear how important those things that we're trying to teach our to them. It does make us seem smarter, because we're able to help them with the transition or that bridge from their thinking to the thinking and the financial situation.

**Peter Margaritis**

You said something that's very important that an asset is there to drive revenue. But in order to drive revenue has to be an expense first.

**Ed Robinson**

True.

**Peter Margaritis**

Has to be an expense first. So, well a restaurant, their assets are the food that they have. The inventory that they have. And it takes somebody to come into the restaurant to consume that food to turn it into revenue.

**Ed Robinson**

Right,

**Peter Margaritis**

And this is a trick question by the way, what is the sound of revenue makes when you generate revenue? Is there a sound associated with that generated?

**Ed Robinson**

Cha-ching.

**Peter Margaritis**

Actually, that's such a trick question. That isn't quite true. The revenue makes the sound of the people eating the food. Like the snip snip of cutting hair. The cha-ching is when we put the cash in the register.

**Ed Robinson**

As a result of attracting them into the restaurant.

**Peter Margaritis**

Right, and is that cash is really the cha-ching, and the cash is a major asset that, you know, we want, and then other times we have to the way accounting is an accrual based accounting, some of that that we see on the income statement is not attached.

**Ed Robinson**

Right.

**Peter Margaritis**

So, a profit and I think we got \$10 million in profit that must meaj, we have \$10 million. Not quite.

**Ed Robinson**

Not, not necessarily.

**Peter Margaritis**

Not necessarily. When I was in banking my career as a commercial lender, my VP of lending... Cash is king. Cash pays us back. I don't care about anything else. Figure out the cash. As we think about that, looking at our clients, and having them understand their customers, their clients. I think comes back to some of that basic thought process.

**Ed Robinson**

Yeah, yeah, you know, I like the fact that in my head in terms of what noise does an asset make, or when do you know that you're having revenue. If I use your own metaphor, if you will, for the restaurant. It's the noise coming from customers out there, and if you have a quiet restaurant, you know, the revenue is not quite gonna hit the cash account, but it's that noise of that laughter, that smiling people coming in, people greeting, people talking. Now you know that you have something that's you're able to leverage that will be come your revenue.

**Peter Margaritis**

And during a pandemic that sound is the phone ringing. The sound is the ding of the online order come through.

**Ed Robinson**

Yes, yes.

**Peter Margaritis**

Yeah, yes. There's certain noises see, even like a hair salon. Hearing people talk, but there's nobody in there. Yeah, there's nothing happening. There's nothing going into it the cash register.

**Ed Robinson**

Yeah, you know, that's a really critical one too, Peter, because with a disruption, if you will, it becomes very important to know, how do I pivot to the sound that's going to create revenue? How do I pivot to a different way of doing business? Restaurant industries took a major hit during this last pandemic. And with that pandemic, it's like okay, how can I shift the thinking from people being inside the restaurant to



people ringing our phone or doing something online, and making ourselves available to make it easier for them to get their needs met at the same time, honoring the fact that they don't want to be inside a restaurant.

**Peter Margaritis**

Right, I think a lot of times we push it during the crisis, we tend to look inward instead of looking outward. How is this affecting me? I get that aspect of it now. What do I need to cut my costs? I understand that piece, but the best way to manage your costs is drive revenue Mr. Rainmaker. Is that true?

**Ed Robinson**

Absolutely, but I mean, and you're right, people do think inward. Oh my god, it's gonna really crush my business. As opposed to shifting your thinking that, what can I do now that's gonna help my clients out there? Such that they're more comfortable. They're easier for me to serve. And it's like, how can we serve our customers in a different way and still keep them happy? Even with that shift, that pivot that was necessary.

**Peter Margaritis**

There's a firm in Maryland that when this all went down, and then these relief packages were coming out, and nobody knew what to do. They took it upon themselves to become the expert in it, and were actually help them the bankers, helping their clients, and I don't believe they were really charging anything. They just thought that this was a service that they were going to provide. And they got out in front of it immediately, and the amount of goodwill, and that is probably the best marketing they've ever done. And be doing the right thing, helping the clients not in that building for just so they can manage the tsunami of paperwork that the FDA was putting out there.

**Ed Robinson**

Absolutely. That reminded me of another story, Peter, and it was a dry cleaner out of California. A colleague of ours Dan Bryce.....They were ready to shut their doors when pandemic hit, and then they realize that, who we kept everybody going to work was not getting their things dry cleaner, etc, but people still needed things cleaned, especially the first responders. So, finally they said let's go to the first responders and do it for free. Let's go to the local hospital at local fire departments, and give us your stuff we'll have it ready for you tomorrow. And the next is logistics and they actually reached out. Since they didn't have a delivery method, they reached out and partnered with Uber. And Uber would go and pick up this garments have them at their laundry mat so that they can get things out to them fast. And then all of a sudden by word of mouth, they were the go to cleaners to work with to get everything clean and back into their hands. So, they went from almost going out of business to exponentially growing their business, just by pivoting in the right direction.

**Peter Margaritis**

I love that story. That is in the part we're going to do this for free. That's, there's some people in NSA who felt like during a pandemic we still had to go and sell hard. There was another faction who said, No, I'm offer service. I'm not even going to charge. That same piece. I was on the I'm not gonna

charge, how can I help? A lot of people didn't know how for Zoom or questions. And I just made myself out there's resources.

**Ed Robinson**

Exactly.

**Peter Margaritis**

Every time not charging, but that still builds up capital, after the major part is passed, You're automatic in their head when somewhere. Oh, I need to call that.

**Ed Robinson**

Yeah. You know from an accounting standpoint, you're saying that you bill Goodwill or future cap by servicing people. That's, that's the greatest definition of what goodwill is. So, because somebody was like, What do you mean that well where's that and get on my balance sheet, right? That's when you're creating that level of service, where people give the fact that you're out there serving people, that goodwill, has really been in... I've been in business for going on my third decade. So, what I've seen several disruptions. With people who survived disruptions, are people who have a great relationship with their clients, or future clients. It gives them the staying power necessary to go, to get through those tough times.

**Peter Margaritis**

So, I think it's a challenge that the kind of profession especially public accounting. You mentioned the 80-20 rule. And you know, 80% of your revenue comes from 20% of your clients. Are you really focused on that 20%? If you're not, you get to refocus. There's your bread and butter, and there's a lot of little things out there that don't require as much focus but they make a lot of noise.

**Ed Robinson**

Yeah. Yes they do.

**Peter Margaritis**

Yeah, and I think that's a challenge that all businesses have is getting distracted by the loud noise that's not part of my bread and butter.

**Ed Robinson**

Let me give you an add on to that.

**Peter Margaritis**

Okay.

**Ed Robinson**

And you're right any percent of the revenue people give will come from 20% of the people they know. But here's another percentage statistic, 90% of your growth going into the next year, are coming from people you haven't met before. Therefore, you have to have a methodology to not only serve people well, but have them leverage you in so that other people know what you do. If we just serve as the ones

that we have been serving. Yeah, and give us an uptick in revenue. But then if we service them, and we leverage that service again brings in that 90% of that growth factor to allow us to continue to grow. And I feel no matter how long you've been in business, most entrepreneurs, most business owners, most practitioners want to grow, so that we're not just maintaining the status quo, but by growth that means that we're actually putting in the effort to continually create an excellent product or service that people want.

**Peter Margaritis**

So you're saying that 90% is the additional services that we can provide our customers, as well as servicing them well, we're now they become a wonderful referral service for our company?

**Ed Robinson**

You hit the nail on the head. Now referrals, they become a referral source. Other people have a better understanding of who we are. Other than those, you know think about it, your customers don't know what you're doing. We're in deep trouble. But if we are very good teaching taking good care of our customers, they're going to be that army out there helping other people get a better understanding of what Peter does, and therefore creates a level of attraction to you, and increase the revenue for people you don't know today.

**Peter Margaritis**

I ask the question to groups. They look like firms, you know, different than the other firms out there. In February, I got some time and go the grocery store. There's Clorox. There's Cheer, and all these detergent. They all do the same thing. But they're different, different price points so why do you pick one over the other. And then I go, so you've got audit, tax, consulting... do all the same, what makes you different? And it comes down to one thing. People.

**Ed Robinson**

Absolutely.

**Peter Margaritis**

People that you hire.

**Ed Robinson**

There's a question I ask people is very similar to what you just shared. And the question is simply what do you give clients that they can't get anywhere else? Yeah, they can go other places and getting more financial help. They can get advice. The one thing that they can't get anywhere else, is you and your team.

**Peter Margaritis**

Right.

**Ed Robinson**

So, that team has to be very cognizant of the relationship their starting to build. And that building is on purpose, but at the same time it's transparent in that it's authentic. I truly am interested in who you are and what you do, so I can help you grow and continue to grow from my own firm.

**Peter Margaritis**

Yes. And do you subscribe to this philosophy I think Branson, Richard Branson, quoted saying it's he doesn't really pay attention to its customers, pays more attention to the people that he hires. If you hire the right people, they will take care of their customers.

**Ed Robinson**

Yeah, I am. I'm a big believer of that. I'm trying to think of a fast food restaurant that says, I can't remember exactly where it's like...We don't train our people. We hire good people, because they're good, genuinely, authentically and transparently. It makes it easy for them to reflect that, as they're moving forward. So, you know, we can go into an HR concept where a lot of your growth is based on the people you have. They have to be very customer centric, for them to build a relationship with your existing and future clients so that it can continue the growth of the organization.

**Peter Margaritis**

Absolutely. A brief story, but sometimes I'll ask the audience, 'What business are you in?' Financial service. No, that's not the business you are in. What business are you in? Auditing. No, that's not the business you are in. That's a byproduct. Taxes. And I get them to the point that there's a few CPAs want to come up and punch me in the nose. Then I go...you're in the business that everybody in this room is in, is the people business. First and foremost. Take care of your people, and they will drive your business. Treat them like their number, and your business will the deteriorate.

**Ed Robinson**

Absolutely. Absolutely.

**Peter Margaritis**

And I've got a few people challenged me over the years, but that's okay I, you know, I like that but without people we have no business.

**Ed Robinson**

Absolutely and you know, I've often said there's three 's' and success. You have to have a strategy to grow and to work with folks. A second 's' is not only the strategy but a systematic way to get things done. And then allows you to be skilled. Now if I have to monitor what everyone's doing. And I'm not hiring really good people, and recognizing the people that are going to take good care of my customers. It makes it almost impossible for me to scale my business. If I have to do everything, that means there's something I'm not sharing as I'm developing leaders. Peter, I think the other thing that you know I do is help people in the leadership area. And I see often where you have people who are in charge or a lot of people are worried about who they're taking care of. And at the same time of taking care of those people, meaning their customers or clients, they're ignoring their employees. And it's not a Catch 22. It's like, if you're not taking care of your employees, recognize that your customers are going to suffer.

There's no way. If you're not taking care of that employee, as your customer, your internal customer, they're going to service your external customer well.

### **Peter Margaritis**

I had two words just pop into my head, and it picks up where you were talking about before you moved into leadership and covers both. Respect and trust. Unless you respect your people, how much do you trust your people. If you have a high level of respect and a high level of trust, things will work well. But if you don't, they're going to leave.

### **Ed Robinson**

Why I think that becomes very transparent. If I don't respect you, eventually I don't have...you will not have a comfort level in working with me, and therefore you're eventually step away. It's really like a marriage or a relationship. There has to be a mutual respect. I remember years ago there's a song by Pity Panic Pass, I want to 5050 relationship, where I'm not giving 80 and you're giving 20, or you're not giving 70 and I'm giving 30, or 50-50, where we're both giving and both trying to serve each other. And when we serve each other. We're 100% about each other and we're going to move forward. When I apply it service provider. Or have that 50-50 thing, I'm going to take care of you and want to trust me. I'm going to be transparent. I'm going to help you. I think the customer sees that and because of that trust. I have logged in and I have Stick, Stick-to-itiveness to stay with me for a long time.

### **Peter Margaritis**

Absolutely, and I could go down 15 stories right now based on that, but I will save that for another time. Some parting last words, what advice would you give the audience, and we spend a lot of time on the rain making aspect of it, what advice would you give someone who's listening to this, and mom is not for you. So I'm one listener out. On what they need to do to be a better person at developing business?

### **Ed Robinson**

Be very cognizant of what your customer is looking for, and Peter you really shared it. What business are we in? It's the people business. Do we take time to reach out and find out, not just what they need from a business aspect, or what they need from a human aspect. What is it that I can do to help people? And I'll go to the accountant or professional service route. Most of us are well connected with other people we know and other people we do business with. So if someone has a challenge and if I, let's use the pandemic, for instance, If I can pick up the phone and call all my clients without asking for businesses to say hey, how's it going? How has it impacted you? What's your biggest challenge moving forward? Oh, you know, I know someone who can help you in that. Let me connect you and see if we can resolve that. Man, there's that goodwill again, Peter. So, one of the things is, take the time to appreciate other people. Take the time to understand where they're coming from, and that genuine caring that transparency and authenticity, and building a relationship, it's going to take you a long way.

**Peter Margaritis**

Man, what a way to end an episode. I can seriously go another hour or so talking with you because we share a lot of the same thoughts but I can't thank you enough for taking time out. This has been absolutely outstanding. How can people find you?

**Ed Robinson**

I can be reached, my website is at edspeaks.com. I can be reached at Edspeaks.com if anybody is interested or would like some time to talk, all you have to do is refer to this show, and we can take 15-20 minutes. And we can talk about how you too can be a rainmaker in your business.

**Peter Margaritis**

And you're on social media, I know you're on LinkedIn, so they can find you there.

**Ed Robinson**

Yeah, LinkedIn, Facebook. I spend more time on LinkedIn, than I do Facebook. I have a Twitter account, all the things that we do a business but I spend most my time in LinkedIn because it's more of a business type of mode, and quite frankly I'm more comfortable there.

**Peter Margaritis**

Yeah, I am too. I spend more time there less time on Facebook and the other, but I'm present. So thank you so very much. I can't wait till we actually can see each other face to face.

**Ed Robinson**

Yes!

**Peter Margaritis**

And as an adult beverage, sir.

**Ed Robinson**

That would be wonderful. Way overdue, Peter, it's way overdue.

**Peter Margaritis**

Absolutely, way overdue, and actually we shouldn't be doing it this weekend. I think a winter conference but... So, well, hopefully by this summer, and I'm keeping my eyes crossed.

**Ed Robinson**

That would be great. Good luck and God bless you better.

**Peter Margaritis**

Thank you sir. Thank you for your time. This has been absolutely fabulous. I can't thank Ed enough for sharing his tips and techniques about selling, and his thoughts on leadership. I hope you all picked up several nuggets in this interview, like I did. If you enjoyed today's episode, please leave a review on Apple podcasts or your favorite podcast platform. Remember to subscribe and to share this podcast episode with a friend and conclude this episode was an improv quote that is fitting for this interview.

"Listening is not merely hearing. Listening is reacting. Listening is being affected by what you hear. Listening is active." And remember, Be Positive, Test Negative. Stay safe.