



## **Art of War** by Adrian Law

### Transcription

1

00:00:00,000 --> 00:00:01,750

GOOD MORNING.

2

00:00:01,759 --> 00:00:04,949

I'M COMING TO YOU LIVE FROM BONDI BEACH

3

00:00:04,960 --> 00:00:05,800

IN SYDNEY.

4

00:00:05,960 --> 00:00:07,730

BUT I WAS HOPING IT WAS GONNA BE BEAUTIFUL

5

00:00:07,739 --> 00:00:08,539

AND WARM,

6

00:00:08,590 --> 00:00:10,729

AND I COULD SHOW YOU--FOR THE GUYS,

7

00:00:10,739 --> 00:00:12,989

SOME BEACH BABES AND FOR THE GIRLS,

8

00:00:13,000 --> 00:00:15,449

SOME BEACH DUDES?

9

00:00:15,460 --> 00:00:17,360

I GUESS, OR WHATEVER YOU'RE INTO.

10

00:00:17,370 --> 00:00:19,507

BUT IT'S A BIT COLD AND IT'S ACTUALLY QUITE WINDY.

11

00:00:19,508 --> 00:00:20,979

SO I'VE GOT THE MICROPHONE ON.

12

00:00:20,989 --> 00:00:22,319

HOPEFULLY YOU CAN'T HEAR THE WIND,

13

00:00:22,329 --> 00:00:24,277

BUT A COUPLE OF QUICK MESSAGES FOR YOU TODAY.

14

00:00:24,278 --> 00:00:25,440

MONDAY MORNING MOTIVATION.

15

00:00:26,010 --> 00:00:28,239

THE FIRST MESSAGE IS AROUND,

16

00:00:28,260 --> 00:00:29,620

AND I'M GONNA GIVE THIS IN REVERSE ORDER.

17

00:00:29,629 --> 00:00:31,739

IT'S ABOUT BEING STRONG AT THE MOMENT,

18

00:00:31,750 --> 00:00:35,340

THE WAY THE MARKET IS AND THE SECOND MESSAGE

19

00:00:35,349 --> 00:00:38,259

IS DIRECTED PRIMARILY AT YOU GUYS,

20

00:00:38,270 --> 00:00:40,560

AS IN THE MEN WATCHING THIS AND

21

00:00:40,569 --> 00:00:42,680

IT'S TALKING ABOUT MULTITASKING.

22

00:00:44,169 --> 00:00:45,979

MULTITASKING.

23

00:00:46,680 --> 00:00:48,627

NOW, CAN YOU MULTITASK, GENTS?

25

00:00:50,470 --> 00:00:52,860

NO. EVEN THE LADIES THINK ABOUT THIS.

26

00:00:52,869 --> 00:00:53,400

I KNOW YOU'RE MUCH,

27

00:00:53,409 --> 00:00:55,319

MUCH BETTER AT MULTITASKING THAN WE

28

00:00:55,330 --> 00:00:57,470

ARE, BUT CAN YOU HONESTLY TALK ON THE

29

00:00:57,479 --> 00:01:01,590

PHONE AND BE 100% PRESENT WITH SOMEBODY WHILST

30

00:01:01,599 --> 00:01:03,659

YOU'RE WRITING UP A CONTRACT WHILST YOU'RE

31

00:01:03,669 --> 00:01:04,839

DOING SOMETHING ELSE AS WELL,

32

00:01:04,849 --> 00:01:08,860

CAN YOU BE 100%? A) CONCENTRATION AND

33

00:01:08,870 --> 00:01:11,849

B) CAN YOU DO IT WITH 100% EFFECTIVENESS?

34

00:01:11,860 --> 00:01:12,540

EACH OF THOSE,

35

00:01:12,550 --> 00:01:13,620

LET'S SAY THREE TASKS.

36

00:01:13,860 --> 00:01:14,989

NO, I DON'T THINK SO.

37

00:01:15,000 --> 00:01:15,699

YOU CAN'T.

38

00:01:15,900 --> 00:01:17,339

SO WHAT ABOUT WHEN IT'S BUSY?

39

00:01:17,690 --> 00:01:19,410

HOW DO YOU GO ABOUT WHEN YOU'VE GOT

40

00:01:19,419 --> 00:01:20,510

MULTIPLE,

41

00:01:20,519 --> 00:01:22,889

UH, CLIENTS AND YOU'RE JUMPING FROM

42

00:01:22,900 --> 00:01:23,669

ONE TO ANOTHER?

43

00:01:23,680 --> 00:01:25,279

CAN YOU BE EFFECTIVE ON DOING THAT?

44

00:01:26,110 --> 00:01:28,107

WELL, THERE'S A SAYING THAT YOU CAN'T--

45

00:01:28,108 --> 00:01:29,410

IT'S A CHINESE SAYING YOU CAN'T

46

00:01:29,419 --> 00:01:31,879

PUT YOUR FEET IN TWO BOATS.

47

00:01:31,910 --> 00:01:33,760

IMAGINE YOU'RE GOING DOWN A RIVER AND

48

00:01:33,769 --> 00:01:36,319

YOU'VE GOT TWO CANOES OR SOMETHING AND

49

00:01:36,330 --> 00:01:38,169

YOU'VE GOT ONE FOOT IN ONE CANOE AND

50

00:01:38,180 --> 00:01:39,540

ONE FOOT IN THE OTHER,

51

00:01:39,550 --> 00:01:41,819

AND THEY START TO SORT OF MOVE FORWARDS.

52

00:01:41,830 --> 00:01:42,699

WHAT'S GONNA HAPPEN?

53

00:01:43,209 --> 00:01:44,518

IT'S NOT GONNA END WELL, IS IT?

54

00:01:44,519 --> 00:01:46,720

SO YOU'VE GOT TO LOVE THE ONE



55

00:01:46,730 --> 00:01:47,790

THAT YOU'RE WITH.

56

00:01:48,029 --> 00:01:48,599

THAT'S REALLY,

57

00:01:48,610 --> 00:01:50,709

REALLY IMPORTANT TO PEOPLE WHO WAIT,

58

00:01:50,839 --> 00:01:51,529

THINK ABOUT.

59

00:01:51,540 --> 00:01:53,050

IF YOU'RE GOING TO APPLE STORES,

60

00:01:53,059 --> 00:01:53,989

YOU DON'T JUST WALK UP.

61

00:01:54,000 --> 00:01:55,510

IF YOU'VE GOT A PROBLEM WITH YOUR PHONE,

62

00:01:55,760 --> 00:01:57,360

YOU GO UP TO A GENIUS BAR AND SAY,

63

00:01:57,370 --> 00:01:58,209

"HEY, THIS IS THE PROBLEM.

64

00:01:58,220 --> 00:01:59,010

WHAT DO I DO?"

65

00:01:59,250 --> 00:02:01,389

YOU HAVE TO BOOK AN APPOINTMENT OFTEN,

66

00:02:01,400 --> 00:02:02,779

EVEN WHEN YOU GET THE APPOINTMENT TIME,

67

00:02:02,790 --> 00:02:04,410

YOU STILL HAVE TO WAIT.

68

00:02:04,550 --> 00:02:06,500

BUT PEOPLE ARE PREPARED TO DO IT TO

69

00:02:06,510 --> 00:02:08,440

GET WHAT THEY WANT AND YOUR CLIENTS ARE

70

00:02:08,449 --> 00:02:09,179

NO DIFFERENT.

71

00:02:09,339 --> 00:02:10,940

SO LOVE THE ONE YOU'RE WITH.

72

00:02:10,990 --> 00:02:13,720

THE OTHER MESSAGE AROUND THIS IS WHEN

73

00:02:13,729 --> 00:02:14,330

IT'S REALLY BUSY.

74

00:02:14,339 --> 00:02:14,860

AT THE MOMENT,

75

00:02:14,869 --> 00:02:16,610

A LOT OF YOU HAVE GOT LOTS OF CARS TO

76

00:02:16,619 --> 00:02:17,149

GET OUT, RIGHT?

77

00:02:17,160 --> 00:02:19,179

THAT'S WHAT YOU GET PAID ON ON DELIVERIES.

78

00:02:19,380 --> 00:02:23,898

SO, YOU HAVE TO A) NOT MULTITASK WITH THAT

79

00:02:23,910 --> 00:02:25,229

MAKE SURE YOU'RE ONTO IT.

80

00:02:25,330 --> 00:02:27,389

BUT B) YOU HAVE TO BE MY SECOND POINT,

81

00:02:27,399 --> 00:02:28,460

WHICH WOULD BE STRONG,

82

00:02:29,009 --> 00:02:31,619

THAT IS, YOU CAN'T LET YOUR CLIENTS WALK

83

00:02:31,630 --> 00:02:33,139

ALL OVER YOU WHEN THEY'RE GONNA COME

84

00:02:33,149 --> 00:02:34,190

IN FOR THEIR DELIVERY.

85

00:02:34,300 --> 00:02:35,979

YOU HAVE TO BE VERY STRUCTURED.

86

00:02:35,990 --> 00:02:36,860

YOU HAVE TO SAY,

87

00:02:36,869 --> 00:02:38,009

"MRS. JONES,

88

00:02:38,020 --> 00:02:40,880

I HAVE TEN O'CLOCK ON TUESDAY MORNING OR

89

00:02:40,889 --> 00:02:42,649

FOUR P.M. ON WEDNESDAY.

90

00:02:42,679 --> 00:02:43,990

THAT'S ALL I'VE GOT AVAILABLE.

91

00:02:44,000 --> 00:02:46,539

WHICH TIME SLOT DO YOU WANT?"

92

00:02:46,540 --> 00:02:48,220

WHEN THEY GIVE YOU A TIME,

93

00:02:48,850 --> 00:02:50,600

THEN YOU'VE STILL GOTTA MAKE IT.

94

00:02:50,720 --> 00:02:52,820

YOU GOTTA MAKE IT VERY CLEAR.

95

00:02:52,830 --> 00:02:54,234

YOU SAY, "I KNOW YOU'LL BE ON TIME.

96

00:02:54,235 --> 00:02:55,779

BUT IF YOU ARE RUNNING LATE,

97

00:02:55,899 --> 00:02:57,600

PLEASE NOTE THAT WE'VE GOT BACK TO

98

00:02:57,610 --> 00:02:58,440

BACK DELIVERIES.

99

00:02:58,449 --> 00:03:00,000

IT'S ABSOLUTELY FLAT OUT AT THE MINUTE

100

00:03:00,059 --> 00:03:01,289

AT THE MINUTE HERE,

101

00:03:01,300 --> 00:03:03,630

SO YOU WILL HAVE TO WAIT IF YOU'RE NOT

102

00:03:03,639 --> 00:03:04,500

HERE AT THAT TIME,

103

00:03:04,789 --> 00:03:05,750

OK, I JUST WANNA LET YOU KNOW?

104

00:03:05,759 --> 00:03:06,639

I KNOW YOU'RE GONNA BE GOOD,

105

00:03:06,649 --> 00:03:08,279

BUT THINGS POP UP IN LIFE,

106

00:03:08,289 --> 00:03:08,860

DON'T THEY?

107

00:03:08,869 --> 00:03:11,179

SO PLEASE BE HERE FOR THAT 10 O'CLOCK,

108

00:03:11,190 --> 00:03:12,649

IF NOT A LITTLE BIT EARLY."



109

00:03:13,169 --> 00:03:14,619

MAKE YOURSELF A COFFEE OR,

110

00:03:14,630 --> 00:03:14,979

YOU KNOW,

111

00:03:14,990 --> 00:03:16,039

"WE'LL MAKE YOU A COFFEE."

112

00:03:16,389 --> 00:03:19,089

UH, "YOU CAN RELAX" WHATEVER IT TAKES IF

113

00:03:19,100 --> 00:03:20,080

THEY NEED TO WAIT.

114

00:03:20,110 --> 00:03:21,440

BUT YOU'VE GOT TO DO THOSE THINGS.

115

00:03:21,449 --> 00:03:22,559

SO MULTITASKING.

116

00:03:22,570 --> 00:03:24,630

NAH, I KNOW IT FEELS LIKE WE'VE GOT

117

00:03:24,639 --> 00:03:27,160

TO JUGGLE LOTS OF THINGS AT ONCE SOMETIMES,

118

00:03:27,169 --> 00:03:29,199

BUT DO WHATEVER IT IS THAT YOU'RE DOING

119

00:03:29,210 --> 00:03:30,100

AND DO IT VERY,

120

00:03:30,110 --> 00:03:31,000

VERY WELL.

121

00:03:31,009 --> 00:03:32,589

AND THIS IS WHERE PRIORITISING AND OTHER

122

00:03:32,600 --> 00:03:33,639

THINGS COMES UP.

123

00:03:33,649 --> 00:03:35,337

BUT WE'LL TALK ABOUT THAT A LITTLE BIT LATER.

124

00:03:35,338 --> 00:03:36,570

AND SECONDLY,

125

00:03:36,580 --> 00:03:37,979

BE STRONG.

126

00:03:37,990 --> 00:03:39,820

GIVE THE ALTERNATIVE CHOICE.

127

00:03:39,830 --> 00:03:41,000

WHICH ONE DO YOU WANT?

128

00:03:41,009 --> 00:03:42,059

BASIC STUFF.

129

00:03:42,070 --> 00:03:43,367

BUT A LOT OF PEOPLE STILL DON'T DO IT,

130

00:03:43,368 --> 00:03:44,300

IN MY EXPERIENCE.

131

00:03:44,615 --> 00:03:47,054

YOU HAVE TO CONTROL YOUR DELIVERIES OR ELSE,

132

00:03:47,065 --> 00:03:48,205

THEY WILL CONTROL YOU.

133

00:03:48,214 --> 00:03:49,485

AND IF THEY'RE CONTROLLING YOU AND

134

00:03:49,494 --> 00:03:51,404

YOU'RE SELLING 20 CARS PLUS

135

00:03:51,414 --> 00:03:53,175

YOU'RE JUST GONNA BE SPIRALLING AND

136

00:03:53,184 --> 00:03:54,914

IT'S NOT A NICE PLACE TO BE.

137

00:03:54,925 --> 00:03:56,324

SO BE ORGANISED.

138

00:03:56,335 --> 00:03:57,324

BE STRONG,

139

00:03:57,494 --> 00:03:59,725

DON'T MULTITASK AND YOU GO WELL.

140

00:03:59,735 --> 00:04:00,725

ALRIGHT, HAVE AN AWESOME DAY.

141

00:04:00,735 --> 00:04:02,505

I'LL GIVE YOU A LITTLE VIEW HERE OF

142

00:04:02,514 --> 00:04:03,764

BONDI BEACH.

143

00:04:04,044 --> 00:04:07,085

IT USED TO BE MY HOME MANY YEARS AGO,

144

00:04:07,910 --> 00:04:08,259

BUT YEAH,

145

00:04:08,270 --> 00:04:09,190

IT'S A BIT GREY TODAY,

146

00:04:09,199 --> 00:04:09,820

UNFORTUNATELY,

147

00:04:10,259 --> 00:04:12,990

BUT ANYWAY STILL PRETTY NICE.

148

00:04:13,000 --> 00:04:14,600

I'M JUST HERE AT THE PAVILION.

149

00:04:14,729 --> 00:04:15,910

ALRIGHT, HAVE AN AWESOME DAY GUYS.

150

00:04:15,919 --> 00:04:16,760

I'LL SEE YOU SOON.

151

00:04:16,769 --> 00:04:17,160

BYE.