

THE POWER FORMULA

CHAPTER XX

THE POWER FORMULA: SIMPLE SIX SUCCESS RECIPE

BY ANTHONY CALIENDO

T HIS IS WHAT OUR PARENTS SAID...

Be smart. Get a good education. Have a good head on your shoulders. Settle down. Seek stability. Be a good person. Add a dash of religion, stir in a little bit of pleasure and a lot of patience and long-suffering and that's it – those were the ingredients to create a successful and rewarding life, according to most Baby Boomer parents. For those that know me know that my parents were a little more, let's say, "unconventional" in their approach. I knew what other parents told their kids and I watched enough TV to see how "ideal" parents steered the family. Meanwhile, back at the Caliendo's, I had a Grandpa that asked me, "Son, why are you even going to school?" I had a Dad and tons of uncles who had street smarts and business smarts but went totally left on the notion of "be a good person." And I had a Mother who struggled to create stability in our lives and had all of the right ideas, but somehow, while observing her scrap to survive day in and day out, the message was all but lost. So, what do you think I did?

First, I knew who I was and what I wanted to become. Figuring that out was simple for me – maybe not so simple for others, but that part was never an obstacle for me because winning was in my DNA. I have what I call a *Distinctive Nature to Achieve*. But the real challenge was learning how to tune out all the bullshit and stop comparing myself to other people and their standards of "measuring up." I was different and not-so-normal, in a good way. So, I knew very early in life that the cookie cutter approach to success would never satisfy me nor would it lead me to big wins. I knew I was a leader. I knew I was destined for great things and after a while, I quit waiting around for others to give me a shot in order to prove it.

So, this is what I did: I became a master "mixologist," sifting through the mixed messages and using my own instincts to create all of the right conditions leading to my own power and success; the perfect recipe. And over the years as a successful entrepreneur, this is how I did it: through FAILURE, SELF-AWARENESS, DESIRE, OPTIMISM, KNOWLEDGE and STRATEGY. My secret sauce that binds the recipe together is 1 part genetic and 2 parts experience – I'm a Caliendo after all. I make the "Sunday Gravy" at my house. My recipe for success is similar to my Sunday Gravy: fresh and simple, using only a few of the best quality ingredients which pair well together. And that's my approach to success, combining the best, most effective practices that allow me to score time and time again.

RECIPE FOR SUCCESS

It all simmers down to the POWER FORMULA: SIMPLE SIX SUCCESS RECIPE:

1. **FAILURE.** This is your main ingredient in the recipe. Why? Because experiencing failure is the only way you can perfect the recipe – to be creative and discover which ingredients work and which don't. You have to view failures as steps in the success process – stepping stones, notches, rungs in the ladder to up-leveling your game and improving your life. Thanks to Google, social media and memes, we're now all aware that it took Thomas Edison 1,000 tries before successfully inventing the light bulb. He didn't see them as 1,000 failures, he saw them as 1,000 experiments and he kept on adding, taking away, tasting and sampling before he found the exact ingredients to make that damn light bulb work. So, this is how you should approach it: don't scrap the idea of failure, scrap the *fear*. Get rid of your fear of failing. ACCEPT that you're going to fail and if you have the right mindset – knowing that your fails are opportunities to fine tune the process and smooth out the lumps in the gravy – you'll know exactly what to do and what not to do to create more gravy for yourself, your business and your family.
2. **SELF-AWARENESS.** Knowing who you are and what drives you are big indicators of becoming self-aware. But that's not what I'm talking about. What I'm talking about is being able to look in the mirror and be crystal clear on your strengths and your weaknesses – removing all of the filters and stripping yourself down to bare bones. Becoming totally self-aware can be a painful process, probably because a lot of us can't handle the truth. But it's a very necessary ingredient in the recipe because it is the key to discovering and eliminating patterns that keep preventing you from reaching next level in business and in life. I like to say, "if you do what you've always done, you get what you've always gotten." If you keep doing the same shit and expect different results, over and over again, that means you're not owning up to what role *YOU* play in repeat fails (yes, I said fails). Let me be clear: the hallmark way to becoming self-aware is through failure because here's your opportunity to self-audit. Stop taking the long route. If you suck at something, own it, delegate it and then try again using a different angle; taking ego out of the mix and adding a dollop of reality.
3. **DESIRE.** Become obsessed. Simply, this is your hunger, your thirst and the thing that makes you want to satisfy your cravings each and every day. I talk a lot about having passion, dedication and courage in order to achieve success. Now let me explain the difference. In order to create the vision, you have to have some kind of passion for what it is that you envision yourself achieving (money, power, respect, love). Passion inspires you to dream big. But once you create the vision, now you have to have the desire, focus and put relentless action behind it in order to actually achieve those dreams. Passion creates the vision. Desire executes it. Desire is the yeast in the dough which makes it rise. Get it?
4. **OPTIMISM.** A person's actions, reactions and subsequent choices that they make are activated by thought. That makes thought a very powerful energy and an extremely potent ingredient. However, thought comes in different varieties – not all are safe and suitable for the success recipe. As you create and go about executing your vision, experiencing failures and hitting that reset button, optimism is the spice that drives you and sustains your confidence. Right? Think about it. If thought drives your beliefs, which drives your behaviors, which drives your outcomes, and you're constantly pumping negative energy into those thoughts, what effect would that have on your actions? It definitely won't feed your desire, and that vision you created? "Fuhgeddaboutit." There's no passion without optimism and no big dreams without optimism. No Sunday Gravy without plum tomatoes. When you experience those fails, optimism drives you to reset, switch gears and push forward while predicting the best outcomes but here's the trick: optimism, not delusion. If you fold in the right amount of self-awareness, then you can keep delusion at bay.

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5. **KNOWLEDGE.** If you're the smartest person in the room, then you're in the wrong room. Do not let ego convince you that you've mastered all of the lessons that life and business have to teach you. One cannot evolve in life, in business or as an individual without constantly learning, Grasshopper. And once again, one sure fire way to gain knowledge is through failure – see why it's the main ingredient in the recipe? Failure forces you to evaluate where the missing link was in the process and to run it back, but this time, with new knowledge and insight to perfect your process. In my book, *The Sales Assassin: Master Your Black Belt in Sales*, I talk about mental preparedness, I talk about investing in yourself, I talk about shifting the paradigm within the organization. All of these equate to acquiring and applying new knowledge. Especially when the business landscape is constantly changing, you have to stay on top of your game and keep leveling up. The market won't wait for you. Either will life. So, constantly seek knowledge and extract it from all sources possible – from studying successful people to learning from your kids. Our kids, believe it or not, have an incredible pulse on what the market dictates so who best to learn from when you're crafting your marketing strategy? Point is this: without a constant flow of new information and fresh ideas, your recipe will get stale.
6. **STRATEGY.** This is your GPS; this is how you nav to your destination. You must employ strategy in all aspects of your life and in business. The tastiest strategies become your blueprint to leveraging your relationships, mapping out your goals, and designing a master plan that contains all of your moves to maintain and consistently up-level. Believe it or not, you're strategizing all of the time to achieve whatever it is that you set out to accomplish, whether it's personal or professional. But what happens when you encounter plot twists and unexpected detours in the road? The success recipe calls for higher quality ingredients within the strategy that contain keen senses and killer instinct. In business, you have to be able to spot trends, anticipate unexpected change and know how to farm out any and all opportunity for your benefit. Adding my brand of strategy gives you the edge and ability to stay one step ahead. So now, you've not only crafted the vision, you're a Visionary!

I wrote an article a few years ago called “Mixing the Perfect Sales Cocktail.” In it I lay out the alchemy to closing deals and scoring wins time and time again – using 5 simple key ingredients:

1. Sell yourself. *You're the product.*
2. Make your prospect comfortable. *Make them want to engage with you.*
3. Master “The Art of Asking Questions without Asking.” *Eliminate the defense and learn how to listen.*
4. Isolate your buyer's hot spots. *Create value, need and solutions.*
5. Recognize the emotional drivers and negotiate accordingly. *Tune in to identify buying signals.*

Using that simple strategy, sales suddenly becomes less complex because you recognize that sales is “all about your desire to sell and their desire to buy.” My Simple Six Success Recipe follows the same theory. Take the complexity out of the formula. Real talk. Now, of course, you're going to sample several different recipes – ones that include ingredients like determination, ambition, confidence, courage, resourcefulness, intuition – the list goes on. But when taste testing, think about it this way: you already have these things otherwise I bet you wouldn't be reading this book and my chapter. To bounce back from failure, you need insurmountable determination. To become self-aware, courage helps you face the truth. To activate your desire, ambition is key. To keep an optimistic outlook, you have to have confidence that the future is bright. When seeking knowledge, resourcefulness helps you find information and apply it immediately. And, no doubt, you can't become a strategic visionary without the intuition to navigate. The Power Formula is for those who are ready to up their game and compete with other gamers, right?

RECIPE FOR SUCCESS

THE POWER FORMULA: SIMPLE SIX SUCCESS RECIPE is easy to follow but the prep time depends on the chef. If you're a young entrepreneur just starting out, have some patience with yourself and know that success is not always instant. Most success stories have years of grinding with blood, sweat and tears behind them. My firm belief is you will not achieve sustainable success without hard work and resilience. But if you're a veteran like me who's been in the game, and you're reading this chapter, perhaps my simple recipe will help you put it all into perspective and finally achieve the success you deserve – in one yummy bite.

Dream Big! Achieve your dreams!

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About Anthony

The business world changes around us with relentless speed and intensity. It takes great vision to not only see these changes, but to also anticipate and react with the tenacity to sustain success.

Few business leaders possess the innate skills to maneuver the modern-day challenges of today's business. Anthony Caliendo is one of these self-made men, an entrepreneur and corporate visionary. To thrive in business and beyond, Anthony learned to project and understand the trends and dynamic forces that shape business and to always move swiftly and strategically.

Anthony is a professional salesman, marketing machine, and sales leadership coach with supersensory sales skills, proven success in sales strategy and corporate leadership, and has generated hundreds of millions in sales revenues; he trained thousands of sales pros in various industries over 25 years to define him as the Ultimate Sales Assassin Master! Today he is a motivational sales speaker and author of the international best-selling, multi award winning book *The Sales Assassin: Master Your Black Belt in Sales*. He was also a featured Thought Leader® and co-author of the book *Cracking the Code to Success* with Brian Tracy.

Anthony discovered his entrepreneurial instincts early in life. At 18, he became the youngest manager at that time to oversee Chicago Health Clubs and built the World Gyms with Arnold Schwarzenegger. Afterwards, Caliendo went on Wall Street as a stock broker where his instincts and thirst for sales domination accelerated. Achieving financial success on Wall Street and other business ventures, Anthony mastered the art of branding when he became known as “The Main Man” in the mortgage business, architect of one of South Florida’s most successful mortgage and real estate companies and an on-air celebrity. In 2008, during one of the worst economic downturns, Anthony reinvented himself and became the #1 Italian Cheese Salesman in the USA known as the “The Big Cheese” at 1-800-BIGCHEESE, directing his manufacturer’s national and global expansion.

Anthony continues to keep his sales and entrepreneurial skill sharp and in full practice. In 2017, he revived “The Main Man” and 1-800-THEMAINMAN and is one of South Florida’s premier business broker, successfully listing and selling millions in businesses for sale.

His outrageous and relentless mentality drove Anthony to construct a fail-proof sales model encompassing specific skillsets and concepts that became the foundation of sales training. The motivational themes of his sales experience inspired him to write *The Sales Assassin* and become a sales motivational speaker and sales coach to salespeople in all industries.

Anthony has showcased his sales strategies on radio and on CBS, NBC, ABC and FOX and a contributing writer in industry mags including *Salesforce*, *Small Biz Daily*, *The Canadian Business Journal*, *Focus Magazine*, *TK Business Magazine*, *AMA Playbook*, *In Business Magazine* and *Digital Journal*.

Anthony lives and works in South Florida with his wife, Lynette and their eight children.

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To connect with Anthony or for more information on motivational speaking, coaching services or media opportunities please visit:

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