

ANTHONY C. SCIRÉ

The
Power
of **2**

*The
Best Way
to the
Top*

**Win BIG with People in
Your Work and in Life**

Foreword by Michael Hottinger
A Survivor of the World Trade Center

The Power of 2

ANTHONY C. SCIRÉ

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and Tony Sciré's Speaking and Consulting, See Page 173.

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Dedication

This book is dedicated to all those who were lost, injured, or suffered, because of the heinous terrorist attacks of September 11, 2001, as well as those who assisted in the rescue and recovery, and helped in other ways including:

- The people in sales, marketing, and other occupations, from the United States and all over the world, who worked in the World Trade Center—tirelessly building caring relationships every day—and the associates, visitors, and others who were in and around the buildings.
- The people who worked in the Pentagon, unselfishly dedicating themselves to the nation, and the visitors and associates who were with them.
- The four brave and heroic airline crews, and the passengers who were traveling for business, pleasure, or other reasons.
- The brave and heroic firefighters, police officers, healthcare workers, social workers, other public servants, clergy, carpenters, iron workers, construction crews, truck drivers, volunteers, and other people—who unselfishly gave of their time, energy, and for many, even their lives, to save and comfort others and clean up the devastation.
- All the individuals and organizations, throughout the world, who came together to pray, give financial aid, and provide other support.

Those who survived, which really includes all of us, need to continue moving forward with increasing strength, faith, compassion, and resolve. This is the best way for us to ensure that those innocent, hard-working, dedicated people shall not have died, been injured, suffered, or helped in vain.

The horrific events of that fateful day served as a giant wake-up call that life is all too short and precious. Therefore, we all need to spread more *love*—and be *nice*, *kind*, and *good* to everyone we know or meet, in everything we think, say, and do, as we fully live and contribute each day.

Our thoughts, prayers, and sympathies go out to all, as we honor everyone affected with a stronger commitment to creating world peace. We are deeply saddened at the horrendous losses, yet grateful that the experience has brought and continues to bring our world closer together.

With loving respect and warmest regards,

Tony Sciré
and Possibility Press

Acknowledgment

In appreciation for the many blessings I have received in my personal life and career, all of the net profits after taxes and expenses that I earn from this book will be given to support the charitable needs of others.

First of all, I thank God, our Founding Fathers, and the American people for the privilege to live, raise my family, conduct business, and follow my dream of selling, writing, and speaking, under the flag of diversity, democracy, freedom, and opportunity.

Special thanks and acknowledgment go to St. Jude, who I believe played a major role in this book being published.

Thank you readers, for wanting to make this world a better place by learning about and using the ideas presented in this book—and leading others to do the same. I hope the information shared and the skills and approaches revealed will make a positive difference in the way you build relationships in this high-tech world of ours.

A special thanks goes out to all the wonderful clients and prospects I have had the good fortune of meeting.

A special thanks to the people within my industry who have worked with me over my 27-year career. Each one of you has touched me in your own special way, and you each uniquely personify high-touch relationship building.

A special thanks to my wife, Gail, who believes in me and encouraged me to write this book. Gail, you are truly a remarkable woman. I love you so very much.

A special thanks to my children, Donna and Tony. Over the years you have brought me so much love and joy. I love you.

A special thank you to my mom, Theresa. You are truly the “Queen of High-Touch Relationship Building.” I have learned so much about people and life from you.

A special thanks to Dawn Josephson and Dr. Brother Daniel Adams. Your editing has, without a doubt, helped make this book what it is.

A special thanks to the sales support people, coworkers, and customer service agents who worked with me over the years. You and your hard work, both presale and postsale, have played a large part in our success. You are truly appreciated by all the salespeople every day.

And last, but not least, a special thanks to the entire staff at *Possibility Press* for your tremendous editorial and creative contributions. You gave me what I was looking for and have reminded me that anything is possible as long as we have a positive mental attitude, a big dream, and do whatever it takes to make it come true.

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*“Each of us now has
a second chance to
be the person we were
meant to be. Now is truly
the time to better define
your heartfelt purpose and
focus on it.”*

—Mike Hottinger

A Second Chance to Make a Difference

by Mike Hottinger

September 11, 2001, dawned as a bright and beautiful day, with the sun climbing into a brilliant blue sky. As usual, I went to my office at the World Trade Center (WTC) on the 26th floor of Tower One.

I had just hung up the telephone and began enjoying a cup of tea. All of a sudden, at around 8:45 a.m., the whole office moved violently about a foot to the right, and then back. Everything in the room shook. It felt as though a major earthquake had struck.

I instantly stood up and looked out the windows, only to see all kinds of debris raining down from the sky. Instinctively, I decided to get out of the building. Along with thousands of others, I slowly made my way down the smoke-filled stairs. When I finally reached the plaza level, I looked out in horror to see burning debris in the fountain area.

My inclination was that I was now safe, and I wanted to wait to see who was coming out of the building behind me. But the police insisted that I keep moving. When I finally reached West Street, the police once again pushed me to keep moving. But when I heard the great roar, I stopped and turned around. I then had the shock of my life as I watched in horror as the WTC collapsed! It was as though my whole life was falling apart.

Unfortunately, our reality must often fall apart before we can get it together and become the person God created us to be. It seems as though we must be humbled and brought to our knees. Some sort of crisis needs to enter our lives before most of us are willing to make a change for the good.

This, of course, can happen through illness, divorce, financial challenges, fires, floods, and other difficulties. These events tend to shake us to the core. They make us realize that, for some reason, we are still here. We've survived the crisis or devastation because our work isn't done.

Now consider the police officers and firefighters who risked or sacrificed their lives for us. They selflessly entered those burning buildings to help, and insisted that we keep moving. They, for sure, remind us what caring about others is all about. To ensure that what those brave souls did was not in vain, we all need to seriously think about how we treat others and perhaps make some changes. As a result, their valiant efforts will have benefited humanity in an even more profound way.

In essence, these events give all of us a second chance—a chance to do something better than we've ever done before. They give us a second chance to be better givers and greater lovers of people, as well as the opportunity to make an even bigger difference in the world.

Experiencing the collapse of the WTC firsthand caused me to ask myself some serious questions: Have I loved people well enough and treated them with the respect they deserved? Did I ever say anything unkind to those I worked with and would never see again—for which I failed to apologize and make amends? None of us truly knows whether we will ever see or talk to any particular person ever again. If only for this reason, we all need to love well and be respectful and kind to everyone we encounter. After all, we only live each moment once.

So what was the meaning of September 11th anyway? What lessons can we learn from the horrific events of that fateful day when freedom was attacked?

Can we, the civilized peoples of the world, make planet Earth a better place by being *nice*, *kind*, and *good* to everyone we know and meet? Yes! We can all recognize that each

of us now has a second chance to be the person we were meant to be. Now is truly the time to better define your heartfelt purpose and focus on it. Remember, as it says in the Bible, “You reap what you sow.”

Tony Sciré has been my dear friend for many years, and I consider him to be one of the finest, most caring, and successful relationship builders in the world. I am here to tell you that reading *The Power of 2* can be the launching pad for a new beginning in creating the fine relationships you’ve always wanted—in all areas of your life. In doing so, you will be happier and find yourself reaching your goals and objectives, and making your dreams come true.

Tony is a lover of people extraordinaire. Through this book, he shares how he treats others all around the world. You will learn how he succeeded as an international businessman by caring about others and helping them achieve their goals.

Would you like a second chance at life like the one that’s been given to me? Well, here it is and now’s the time! Read and apply the principles in this magnificent book and go forward living your life—with more passion and love for others than ever before.

We’re all in this together. Let’s seize the moment and make each day count by building more caring relationships with each other.

With warm and loving regards,

Mike Hottinger

“**O**ne positive dream
is more powerful
than a thousand negative
realities.”

—Tony Sciré

The Social Mission of This Book

My dream is to expand the *wonderful wave of kindness* that began on September 11, 2001. The result is this book, which actively recognizes that we all have the responsibility to be *nice, kind, and good* to one another. Life is much too short and too precious to be otherwise. And ever since I personally witnessed the devastation of the World Trade Center, I have come to realize that, as individuals throughout the world, we all need to take this responsibility more seriously. Maintain a positive attitude and treat each other in a compassionate, uplifting, respectful manner.

So what is the measure of a person's life anyway? Is it how long we live, how much money we earn, how many things we acquire, or how aggressive we are? Or is it how *nice, kind, and good* we are toward others, and the difference we make in the world by helping them improve their lives?

During the days and weeks following September 11, 2001, I experienced how wonderful people were to each other. My objective is to build on that momentum. My hope is that this book will help people all over the world build better relationships to improve the quality of life we all deserve. Always remember, one positive dream is more powerful than a thousand negative realities! Each of us has the *power in the hour* to create a positive attitude and a compassionate state of mind. We can overcome negative influences and make this a better world.

The Power of 2 gives you continuing encouragement to be *nice, kind, and good* to everyone you know and meet. That may have sounded foreign or even corny before, but it certainly doesn't anymore. And guess what? *It works!* After all, people are people and everyone has feelings and a heart.

Everyone wants to know how much you care—*about them*—before they care about you and what you know about what you’re offering or doing.

Contrary to what you may have been taught or led to believe, being manipulative, intimidating, and aggressive is *not* the best way to the top. It alienates, builds resentment, and drives people away. It’s not the way to have great relationships, build a business, succeed on the job or in school, increase sales, contribute to the community, or live a happy life.

You don’t need to work, associate, do business with, or sell to strangers ever again. Build rapport with the people you know and meet, by caring about them and being a friend. When people are friends, it’s easier and more pleasant to work and do other things together. May the heartfelt, unifying spirit of the high-touch approach to building relationships help all of us strengthen our bonds with everyone.

Now go forward in whatever you are doing, and do it with more resolve, passion, and love than ever before. Always bring out the best in yourself and others. Be appreciative. Thank and compliment people more often to show them you care, as well as to help build their confidence. As the philosopher Goethe said, “Kindness is the golden chain by which society is bound together.” Let’s make all of our relationships better than they have ever been before. Our communities, schools, workplaces, and other environments will then be kinder, gentler places to be.

The Pledge of a Loving, Caring Attitude

As you embark on the next stage of your journey, think of *The Power of 2* as your personal coach. If you get lonely, seek its friendship. If you feel a drop in self-confidence, flip through its pages and read a paragraph or two. But above all, believe that you have the power to love and be loved and—*pledge to be nice, kind, and good to everyone you know and meet.*

Now open your mind and heart as you begin reading this book, and start incorporating its message into your life. Let's make this world a better place in which to live, grow, work, and play, and we all will have truly made a difference.

What Is a *High-Touch* Relationship?

A high-touch relationship is a strong, mutually beneficial association of two people who are *nice, kind, and good* to each other as they do things together. This is the essence of *The Power of 2*. It begins with a loving, caring attitude toward others, while showing honest concern for their welfare, and keeping in touch.

High-touch relationships are built by touching the hearts of the people you know and meet in your efforts to truly help them. It's going beyond just requirements, facts, and figures. You relate to each person as someone of inherent value. You have a sincere commitment to make a difference, and do whatever it takes to help others win. This goes beyond just fulfilling your role or job description, or conducting everyday activities. You create relationships that become genuine and special friendships.

A high-touch relationship involves being a friend. You then help that friend solve his or her problems to achieve a worthy dream, goal, or objective, while overcoming challenges along the way. It is also being of additional assistance, as needed. As friends, you become partners in success—working together as a team to benefit yourselves and others. It's friends taking care of friends.

High-touch relationships come out of loving whatever you do. They are nurtured by taking an interest in and having compassion for the people you are working and associating with, and putting your heart and soul into all of it. You create and maintain true emotional connections, becoming kindred in spirit and heart.

High-touch relationship builders are friendly, caring, fun loving, respectful, creative, honest, appreciative, humble, patient, other-centered, giving, generous, and empathetic.

Your success, especially in today's high-tech world, depends largely on your ability to meet, understand, be concerned about, get along with, and be of service to others. Become a high-touch relationship builder and watch your success and happiness grow. It will positively affect your job, business, or profession, and other activities. The results may astound you and will lead to a gentler, kinder community, workplace, and world. On top of that, your personal relationships and life will improve as well.

“**T**here is no such thing as a self-made person. We are made up of thousands of others. Everyone who has ever done a kind deed for us, or spoken one word of encouragement to us, has entered into the make-up of our character and of our thoughts, as well as our success.”

—George Matthew Adams

Is It Possible to Succeed Alone?

“The Power of 2 gives you the edge in meeting new people. It helps you build great relationships in your job, business, or profession, as well as in your community and personal life.”

—Tony Sciré—

Allow me to introduce myself. I am Tony Sciré, and it is a pleasure to speak with you today through the words in this book.

Would you agree with the following statements? No one can ever benefit in any environment or endeavor until at least two people get together or communicate. To do that most effectively, they need to either have a relationship or start building one. One of them needs to present his or her idea, knowledge, solution, product, service, or opportunity to the other. Finally, they both need to work together to overcome the challenges encountered along the way—to make things happen and get mutually beneficial results.

That’s what *The Power of 2* is all about. You’ll learn how to meet more people, build finer relationships, and better nurture the ones you already have. This will enable you to more easily reach your goals and objectives, increase your income, and realize your fondest dreams.

I invite you to take a journey with me through the pages of this book. It will expand your vision of how you can build more productive and enjoyable relationships. You’ll also learn other skills and approaches to accelerate your success.

People want to work, do business, and associate with those they know, like, trust, and can call friends. This is even truer in today’s fast-paced, highly competitive, high-tech times.

Technology provides us with great communication tools. But no matter how sophisticated these tools become, human nature remains the same.

We all need to know someone cares about us and our challenges. The more high-tech our world becomes, the more important it is to build high-touch relationships. This will increase our productivity and help us achieve what we desire.

You may wonder about the title of this book. As it evolved, various titles were considered and test-marketed with key businesspeople. But the final title emerged only after I had some brainstorming sessions with my publisher, and we found ourselves getting closer to finalizing the text. Then, one day, after he had a discussion about the title with one of his largest corporate clients, I received an exciting call from him. He said, “Tony, I think we’ve finally got the title—it’s *The Power of 2*.”

Near the middle of the book, there’s a discussion about an approach I call *The Power of 2* business card technique, which you can use to expand your sphere of influence. That was it. Eureka! It became crystal clear to us that the power of two people doing things together was the essence of the book. It takes at least two people to communicate, build a relationship, work together, close a deal, or make an agreement or association. It all begins with *The Power of 2*.

Here is an example of how *The Power of 2* works mathematically. Suppose you were offered the choice of having either \$500,000 right now—tax free—or a penny doubled every day for a month. Which would you take? If you took the \$500,000 instead of the penny, you would have made a big mistake. However, if you took the penny, you would be \$5,368,709.12 richer by day 30! You would have more than ten times the lump sum cash offer—all because you believed in *The Power of 2*.

To illustrate the importance of *The Power of 2* in sharing what you’re doing with others, ask yourself this: What would

have happened if Thomas Edison had stayed in his lab and never told anyone he had invented the lightbulb? No one would have benefited from his genius or incredible dedication to creating solutions.

I can teach you how to excel in any activity. But I can't teach you how to do it alone! You need at least one other person before anything much can be made to happen. The more people you build high-touch relationships with, the more successful you can become.

My 27-year career has been focused on sales, sales management, and being a vice president for a major international company. I interacted and built relationships with people who were not in sales, as well as those who were. This included people both in and out of our various corporate offices, as well as prospects' and clients' offices throughout the United States, and in many foreign countries. Wherever I went, I used the principles of *The Power of 2*, which are based on being *nice*, *kind*, and *good* to everyone you know and meet. They are just as applicable in the office or workplace as they are in the field—and wherever else you encounter people.

A major problem in business and community today is that many people are verbally beaten up, disrespected, taken advantage of, and abused. People are lashing out at one another because of their own elevated levels of stress, and lack of skills in building and nurturing relationships.

Whatever roles you may play in your work and in life, you like to be treated in a kind and gentle way. Right? And everyone you come in contact with feels the same. This includes any bosses, coworkers, associates, prospects, and clients you may have. It also consists of those who serve you, your company or organization, and your community. For example, vendors, consultants, service people, freelancers, cleaning people, government employees, and all repair and delivery people like to be treated nicely too.

You cannot function properly in your job, business, or profession, or in the other aspects of your life, without the involvement of others. Everyone you associate or deal with is a part of your “team,” and each one plays a role in your success and happiness.

Remember, we all have feelings and long to be appreciated. For example, just imagine how messy, smelly, and unhealthy it would become if your garbage was not picked up regularly. The people who do that are very important to the quality of our lives, and they like to be appreciated too.

In addition to everyone in the workplace, those outside of it need to be treated well too. Build goodwill with everyone, everywhere you go, all the time. You represent not only any company or organization you’re with, but yourself, your family, and your community as well. So be generous with your smile☺. Don’t give it just to those you would like to work or associate with, or have buy from you. Smile☺ at everyone you know and meet.

Whenever someone asks, “How are you?” always respond in a positive, uplifting way. You could simply say something like, “Great!” even if you don’t feel that way. It will actually help you feel better and potentially lead to the start of a new relationship. If you are negative and looking for sympathy, nobody will want to be around you.

Remember, also, that friends care about each other, and a stranger is just a friend you haven’t yet met. Make more friends in every arena you’re in, and your success will be accelerated in all areas of your life. You can’t have great work or life experiences unless you and the people you interact with treat each other in kind and gentle ways—with caring spirits and hearts.

Now, if you’re in business or sales, understand that some of your competitors may be able to deliver a product or service, or present an idea or opportunity as well as you can. Some of them may even have a higher profit margin and of-

fer a lower price—just to get the sale. Also understand that people are likely to demand that your product or service be of the highest quality at the lowest price, and include the latest features and benefits.

Today, I challenge you to have the courage to step outside your comfort zones. Do you believe it is a mistake to build friendships with coworkers and associates, as well as with anyone to whom you may sell? If so, the proven ideas presented here can help you develop new comfort zones. Start making more friends and rise to levels of success which you may never have imagined.

I encourage you to keep an open mind so you'll be receptive to some new ideas. Will you stretch beyond your comfort zones today—and every day from now on—and start caring more about people than you ever have before?

I urge you to think about the possibility of reinventing yourself and the way you approach your relationships with the people you work with, lead, and serve. As you master the necessary skills, your relationship-building abilities will improve. Furthermore, networking—meeting new people to build more win-win relationships—will become second nature to you, as well as being a lot of fun!

You may need to increase your sphere of influence. Or you might be just starting a new job, business, profession, or role in the community. In any case, whether you will be networking a little or a lot, the tips, techniques, and approaches you are about to discover will be of great benefit to you. You will also read several true stories from my career experiences to help you apply what you are learning.

With great pleasure, I'll share with you some ideas for getting results with those people who never seem to want to communicate or meet with you. They are the indifferent ones who rarely or never take or return your calls, nor respond to faxes, voicemails, e-mails, or letters. Yes, you are not the only one who experiences that—*by far!*

The ideas in this book are simple, yet powerful. They are based on my experiences in building lasting relationships with all kinds of people, all over the world. This has afforded me the success I now enjoy with clients, coworkers, associates, and others who have become friends. As American statesman John Hay said, “Friends are the sunshine of life.”

Some of the skills and approaches I use and present here are based on knocking on doors, cold calling, making phone calls, and going through the nos to find the next yes. I never gave up, quit, or stayed in the office because I didn’t want to face another no. I just got out there and did it. That’s what you need to do too. Yes, be focused. But don’t be pushy or overdo it when meeting and talking with people.

When people are networking at a breakfast or similar venue, they often tend to be obvious about what they want. However, this isn’t necessarily the best way to approach starting new relationships.

The best way to meet and get to know new people is simply to chat, speak, or converse with them in a light, easy, informal manner. This may or may not lead to sales, associations, or agreements, but no matter how these encounters turn out, that’s okay. If they say no now, they may say yes later. So keep going. For the more successful among us, as well as for those who are truly striving to excel, this approach works.

When you meet, greet, and talk with people, be sure to learn, remember, and use their names. As Dale Carnegie said, “The sweetest sound to people is hearing their own name.” It’s so true. Most of us like to hear our name while being treated with kindness and consideration. We may not even realize what is actually happening, but it certainly feels good.

If you are in sales, do you remember the last time you called a client or prospect, only to learn that he or she was meeting with a competitor? What do you suppose was happening? They were probably using *The Power of 2*, building a relationship. While you were in the office, at your com-

pany, or at home, your competition was out making it happen. They could have taken your client's business or won a mutual prospect's new business. If you don't consistently build and maintain relationships with prospects and clients, your competition could win their business.

As you begin caring more about others, the easier it will be to understand and get along with them. It will also become more of a natural, fun thing to do. Building great relationships will become the norm for you. As a result, you are likely to find that more people will want to work, associate, or do business with you.

Anyone can make an acquaintance for a day. However, the high performers—those who are consistently reaching or exceeding their goals—build long-term, high-touch relationships. So, to win BIG with people, that's what you need to do too.

When you apply the ideas in this book, you will set yourself apart. Those you interact with will feel as if they've been embraced by *a wonderful wave of kindness*. You'll be known as a caring person who goes out of his or her way to do the extra things most others won't bother doing.

I have built high-touch relationships with people in practically every country of the world. No matter where I went, though, I always found that using high-tech communication devices never replaced interpersonal interactions. Since they provide only low-touch capabilities, they simply can't convey the warmth of a human being. Therefore, having interpersonal interactions is key to building high-touch relationships. This will give you the edge over those who don't. From now on, you can excel to higher levels when it comes to meeting new people, and building and maintaining harmonious, productive relationships.

As Plautus said, "Your wealth is where your friends are." And as Malcolm Forbes noted, "Contrary to the old cliché, genuinely nice people most often *do* finish first or very near it."

Now, more than ever before, let's be *nice*, *kind*, and *good* to everyone we know and meet. Let's make more new friends and finish first more often. Start using the principles and approaches in *The Power of 2*, and build high-touch relationships to win BIG with people. You'll accelerate your success in your work, community, and personal life, and accomplish more of your dreams, goals, and objectives.

All the best and God bless,

A handwritten signature in black ink, appearing to read "Anthony C. Sciré". The signature is written in a cursive, flowing style with a large initial "A" and "S".