



## The Remarkable People Podcast Season 2 Episode 35

### The Bill Kurzeja Story

[00:00:00] **David Pasqualone:** [00:00:00] Hello friends. This is David Pasqualone with the Remarkable People Podcast, season 2, episode 35. The Bill Kurzeja story,

**RPP Intro/Outro Reel:** [00:00:10] the remarkable people podcast. Check it out. the remarkable people podcast. Listen, do repeat for life.

**David Pasqualone:** [00:00:33] Hello friend. We have a great episode today. I am super excited for bill Kersey jaw. You're going to enjoy this episode. Learn a ton confidence, communication, leadership sales, and more before we get started, I need your help. Apple is giving us a hard time every week.

I'm so thankful I get emails and texts and messages from people all around the world. But our ratings and review have been stuck at 26 since we started the podcast. And whenever I communicate to Apple, they're like, yeah, we know it's an issue. Have a great day. So listen, if you can do me a favor, if you love this podcast, go into Apple, going to all the directories, but especially Apple right now.

If you can. Give us a five star review. You literally just click the button. That's all you gotta do. And then shoot me a text or email if you can. And let me know you did it so I can prove to Apple that, Hey, you know, it's an own issue, but it's been six months and we're stuck at 26. Also for anybody who leaves a review on any media, shoot me a text, shoot me an email, even go to our website, David Pascoe, alone.com and leave us a little voice note.

With your name and address and we'll send you free stickers. We got these awesome new remarkable people podcast hashtag live remarkable. There are two and a half by two and a half inches. Beautiful. Danny caveat, a candidate designed them for us. They are full of vinyls. So they're waterproof weatherproof.

I got one on my car, our truck, we got some stuck around town. So. Let's stick together, rate and review our podcast, help us beat the mega Apple, and then I'll send you your sticker. Right? Great. Also at the end of this episode, stick around pun intended. We have intern Casey again, who spent seven hours plus helping us edit this episode.

So if you hear a great quality episode, that's all our Frank Casey. So Casey, thank you so much. And he's going to have a takeaway from what he learned during this time and during this recording. So check that out next. I wanted to thank Gabriel Benevidez and if I said your name wrong, please forgive me.

But he went on YouTube and left us a review and he said, I'm so glad I found your podcast. I have a younger brother who's been trying to quit alcohol. He started at the age of 15, had five seizures. And my

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

world feels like it's tearing, seeing him that way. I wish more people aware of the damage it does to your brain.

It's so hard and rehab is so expensive, but I tell myself he's a walking miracle of God and every day I see that there's hope. Thank you for what you're doing, Gabriel, man. It breaks my heart for your situation, but I'm so thankful you have a positive attitude. I'm also thankful this podcast is helping you.

That's what it's here. Just to help one another grow to help us to see what's going on each other's lives, tether, practical steps of how we watch someone else get out of that situation, be successful and how we can too. So thank you so much, much, Gabriel, for sharing your openness and your story, and we hope you and your brother have a beautiful, successful life with peace and joy.

Last, but not least before we go again to Bill's episode this week, we are sponsored by my own company. David dot com with podcasts made easy. We have a eight week, how do part cast class. So don't just enjoy listening to this podcast. Learn to podcast, go to our website, David Pascoe on.com. Go to the courses tab.

Look at the podcasting, made easy. It's only \$395 for the class and lifetime access normally. But because you're a remarkable people podcast friend, you get it for \$8, \$8. That's \$1 a week. And the only reason I'm charging anything is just sort of skin in the game. But because you're part of the first eight week inaugural class, you have lifetime library access to all the updated lessons, all the tools, all the different tricks.

All the resources for [00:05:00] \$8 one time. And then on top of it, if you're getting stuck on your journey, you can call me up for coaching 50% off. So you go to David pass, wound.com. Go to the store, go to podcasting, easy and use promo code RPP. One, two, three. That's it. One, two, three is your promo code. You get this class for \$8 in lifetime membership.

Next. BTK innovations. They make nation's fastest growing and most reliable body temperature kiosk. It's awesome. One second scans and individual for body temperature. Facial recognition can check people in for attendance, open electromagnetic locks and does a thousand other things. These are amazing, but with stuff going around like the flu and COVID and all sorts of just weirdo things happening in our world, pandemics right?

BTK innovations has body temperature, kiosks it's body temperature, kiosk.com is their website, but they have body temperature scanners. That look at someone one second, tell you if they have a fever or not, and then they give an audible and visual signal. If it's safe for them to proceed, that is what body temperature, kiosk.com is all about.

So go there, check it out. Use promo code BTK cares, DP, BT K cares, DP or promo code. And not only do you get these awesome units in a remarkable value, but you get 200 bucks off a unit. Great stuff. So at

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

this time let's enjoy the wisdom and the fun that bill shared with us this week. Also, don't forget at the end of the episode intern, Casey's going to spend some time with us.

Just give us a quick, Hey, this was something I really felt moved by in the, in the podcast, or I really learned from, or really stuck out to me. So check out Casey summary at the end and enjoy the episode. Bill. Thanks for being here today, brother.

**Bill Kurzeja:** [00:07:11] Thank you so much for having me, Dave.

**David Pasqualone:** [00:07:13] Oh man. It's my pleasure for the listeners bill and I just recently met.

We were connected through a great organization out of new England called interview connections. And bill and I have tried like three times to make this happen. So this is going to be a great episode because circumstances keep trying to stop us. So you're in for a special treat. bill is the owner and founder of her professional success South, and it's a sales and training business and consulting firm.

After spending eight years in the army, bill learned discipline, he learned the importance of process and clear and effective communication. And he's transitioned that knowledge and those skills into the real world and into the retail sales specifically. So bill falls his passion now in training and coaching with a basic communication as a center of everything he does and how paying attention to details builds a strong foundation.

So at this time, I don't want to keep talking. We've got a special guest here and bill, he's my kind of guy. So we've talked a few times privately and he's a great dude. And his expertise is definitely clear in what he does, but before we get to that bill, let's hear your story, man. How this show normally works is we go through the past.

You tell your story. We transition to the present where you are today. And then where you're going. So in the first tab, you kind of help us grow, give us some practical steps of things you've faced and how you overcame them so we can grow. And then in the end, let's talk about where you're at, where you're going.

So we, as the listeners can help you.

**Bill Kurzeja:** [00:08:49] No, I really appreciate that. And you know, when I talk about communication and everything else, I. I kind of have to go back to the beginning because the reason why I've learned and constantly striving to improve and become better at understanding it and how to, how to practice better communication.

I, I reflect back on my beginning years, right. So, Oh, I was, I was, you know, normal student going through to middle school, high school, so and so forth, but I was very shy. Right. So I liked. I liked getting through today. I enjoyed my friends and the atmosphere and everything, but anything extra as far as

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

inserting myself into conversations or raising my hand in class or things like that was a challenge for me because I didn't want to mess up.

Right. I didn't want anyone to laugh at me. I didn't want to. Being made fun of, right. That was the fear. and then, you know, transitioning out of the school and into, I went to college and college just wasn't right at that point in my life. you know, it was to me an extension of high school and I wanted to get away from that environment altogether.

And I joined the military, you know, so [00:10:00] went into the military and I was forced to communicate. Right. So you're, you're broken down in such a way that, you know, all your fears are kind of like broken away. You're, you're forced to face them. It's like being scared of the dark and they put you in a closet.

Right. And you learn how to deal with it. So,

**David Pasqualone:** [00:10:18] and then I'll throw gas in there too. Just for fun.

**Bill Kurzeja:** [00:10:20] Yes. With a tree right outside the door. you know, it. It really taught me a lot about communication. And there's a term that's used in the civilian world that, carries a little bit of a negative connotation, but I look at it as a positive and that's micromanage.

Okay. When people hear micromanaged, they think, Oh man, my boss is micromanaging me. Well, you know, I looking back on my military career and how it, it gave me the discipline and the attention to detail that I needed to create process. And then to follow that process. I'm very thankful for that micromanaging.

We knew when we were eating, when we were sleeping, exercising, we know every single step of every single day beforehand. Now at sounds a little bit like repeat, repeat, repeat, right. But, but when you sit there and you formulate that plan and that process, and then you stick to it, you have a result. And that's really what the military taught me, but going through it.

Of course. I didn't realize that at that point, you know, just like I didn't realize I was extremely shy and the reason why I was shy, you know, it's later on in life, I transitioned from the military into the civilian world and a big reason why, you know, my wife and I, we decided to do that was we were starting our family, you know, we had our daughter and I love the military, but unfortunately they just don't.

You know, provide enough to give them life to your children, right. That my daughter now is in fact that today as we speak, she's moving out into a house with her girlfriends and her classmates. Cause she's going into her junior year of college and. Wow. Right. So when she was just an infant, you know, we sat with the life insurance guy and he said, okay, if you want to put her through college, you know, it's going to cost this in 18 years.

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

And, you know, as a Sergeant in the United States, military and my jaw hit the floor, you know, and how was I going to do that? So that's why we made the decision to get out of the military and go into the civilian world. Now that was a, An eye opener, right? Because I went from a very disciplined, organized, clear communication type of environment to automotive sales, which is the polar opposite.

Right. Any type of clarity

**David Pasqualone:** [00:12:53] and B two things before we go on, number one, was your wife in the military also, or were you in the military and she was your spouse.

**Bill Kurzeja:** [00:12:59] Yes. She was in the military as well. We actually met in Hinesville, Georgia. we were both stationed at Fort Stewart, Georgia, and, yeah, that's where we met.

She was, she worked in the finance. Department. So she took care of, all the soldiers, different pay and benefits and things like that. And I was a mechanic and ran a motor pool. So it was a really interesting, you know, finding someone like minded, you know, same ambition, same type of goals. And it's worked.

I we're coming up on our 20th year right now. yeah. And I'll tell you learning how to communicate. Is really what's the driving factor in the success of our relationship and the success that we look forward to it growing even more. Right. You know, so it is scary that my daughter's moving out and you know, you don't want your little girl to move out, but it's also exciting because we're looking forward to our next chapter.

Now we still have two more children, two more boys under her, but it's only a handful of years till when they're out as well. And you know, so there's a lot of talk and. About what is the future hold? So it's nice to have, it's nice to have those conversations with someone that you feel comfortable with.

**David Pasqualone:** [00:14:09] Yeah. And to those of you without a military life, to have one spouse in the military is very difficult for a success rate, but to have two spouses in the military, when they're telling you what to do and where to go, it's a great thing to be in the military, but it's a huge sacrifice for the family. So to keep your family together, that's probably a big reason why you're still together.

20 years later.

**Bill Kurzeja:** [00:14:29] Yes. And in fact, she still works for the government. So I went into the private sector and you know, now my own company and she went the route of sticking with the government and, you know, working with any which way she can support, you know, military, military families, any type of support she's always in for it.

**David Pasqualone:** [00:14:51] That's awesome, man. So you went from this structured regimented, like, you know, Aristotle says we are, we repeatedly do excellent is not an act, but a [00:15:00] habit. And then you go into the auto industry, which is like the wild West. Right? Describe that to the listeners.

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

**Bill Kurzeja:** [00:15:06] Yes, it was, it was really an eye opener to, to the fact that, you know, in the military, if you're on time, you're late.

Okay. In a car business, if you're on time, you're an hour early. So

**David Pasqualone:** [00:15:22] I have a friend from Spain.

**Bill Kurzeja:** [00:15:24] Yeah, exactly. You know, people show up at, you know, say they're supposed to start at nine o'clock. They show up at nine 15. And the first thing they do is order breakfast. You know, it's like, aren't you supposed to eat before you come to work?

So it was, it was interesting, but also I had a unique advantage. Right. And looking back, I see that at the point of, of the transition, it was weird for me. And I didn't realize that I had disadvantage. And, but now, I mean, I transitioned, I went right into car sales as extremely successful to where I was at.

A finance manager within a year and a half, then a sales manager, and then eventually ran my own stores, you know, just an under two to three years. And that's pretty much unheard of, you know, because it's, you know, the car business tends to be a good old boys type of environment too. Especially at that point when I went in and it was just, yeah, basically rooted in the fact that I was disciplined, that I formulated a plan.

I put that plan into action and I stuck with it. Now. That sounds great. And it sounds like I did it all the time, right? No, I didn't. I had success and I had failure and it was those failures that's really helped me understand that I needed to, you know, learn how to, you know, follow that. Right. So journaling became part of it.

if, if you're not good at writing it down, I I've used video journaling, you know, especially now we have these pocket video cameras that, you know, when I leave a client or a meeting or any type of environment that I, I I've found value and I want to make sure I understand all, all of it. I basically interview myself.

Right. I make a video, a video journal. And then I go back later on and I, I, you know, follow that and I take notes from that. and it's really helped me formulate those processes and, and then manage them and learn what's working and what's not

**David Pasqualone:** [00:17:30] working. That's fantastic. And that's great advice. Whether you take notes in your phone through text, or whether it's through the video or audio, that's smart, smart, like management.

Before we go further in your story though, bill. Describe the decision making process you had cause you came to a major 14 year old. I mean, leaving the government and the security and the stability to go.

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

What, what kind of like, did you go through a pros and cons approach? What kind of decision making criteria did you use to make that kind of life decision?

**Bill Kurzeja:** [00:18:00] Well, I would love to take all the credit, but a big part of it was my wife. Okay. So prior to her going into the military, when she was high school in her early college years, She worked at a dealership. She worked in the office, she worked as a, an assistant receptionist type of, of, person around the dealership.

She's seen, you know, the environment and then she knew me. And at this point in my life, unlike my high school school years, where I was very shy and reserved, I had come out of my shell. I was an NCO. I was in charge of soldiers. I wasn't shy anymore. You know, if I believed in something, I, I went with it.

So she said, I really think you would be good in this industry. What do you think about it? So, you know, I was looking at construction. I was looking, I was a mechanic in the military, so an easy transition would have been, go and be a mechanic in the civilian world. In fact, I actually did interview for, being, doing the exact same job on a civilian side, on a military establishment.

That I did as a soldier and the pay is pretty much double and

**David Pasqualone:** [00:19:10] yeah, I have some friends who did that. Airplane mechanics.

**Bill Kurzeja:** [00:19:13] Yeah. That's a perfect example of, you know, you're working on a plane as a, as an enlisted and you're making, you know, maybe 20 grand a year and then you go out and you get the same exact job and you're making 40 to 60, you know,

**David Pasqualone:** [00:19:30] At the start, you just change your uniform, make double the money.

**Bill Kurzeja:** [00:19:34] Right. It's just crazy. Like we need to do better for our soldiers. Right. But, you know, she was a big influence in making that decision and really giving me the opportunity to test it. Right. Because. You're right. We had stability. We knew when I was getting paid, how much I was getting paid to the penny.

And we lived within [00:20:00] that. Now going into any type of commission, a hundred percent commission, you know, you don't know those things. You don't, you are, am I making anything at all? And it was scary, but like I said, I followed a process which gave me the ability to semi predict what was coming. Right. And again, it's a lot more hindsight because the process took time.

You know, there were, there were months where, you know, how much are you making? I have no clue. I have no idea. Well, how, how do we survive that way? Right. So there was a lot of challenges where, you know, I was on the edge of maybe getting out of it, just going and doing something else. But you know, it's not my personality.

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

Right. I'm not. It's very difficult to ever think of punching a clock and, you know, starting at this time, finishing that time, even though the military was there, that that was also my past. Right. And I've evolved from that. but you know, my wife does it and she loves it, but I also, and she'll admit it now that you know, she doesn't punch, even though she's supposed to be a time clock, then she submits a time clock.

She works past it. You know, especially now with working from home and remote type of situations, you know, she'll be sitting right next to me on the couch with her laptop, doing work at eight o'clock at night, you know, and it's just a work ethic thing. It's more than, you know, having to do to work it's wanting and having that passion for it.

And she knew that I wouldn't be happy working a, a structured type of nine to five. Hourly type of job. And she wanted me to go after what I wanted to go after, but it, it wasn't easy.

**David Pasqualone:** [00:21:47] Yeah. For a frame of reference, we're blessed with listeners from over 58 countries and all different backgrounds. We're talking in the confines of America and going into the military or stable, biweekly income, you know, checks auto deposited.

You go into the car industry and if you're not familiar with it, it's feast or famine like you sell, or you don't sell it straight commission. So you could have a really great month or you could be eating like ramen soup and beans. I mean, is that okay? Accurate?

**Bill Kurzeja:** [00:22:20] That's a hundred percent accurate.

**David Pasqualone:** [00:22:21] Yeah. So if you don't know the framework and with that, let me ask you a question.

Your personnel, your wives are both who struggled with that more because. I remember being in college and married full time, working full time, having a side business. And I took a job that was less hourly, but more commission. And it stressed my wife out like crazy. But after two months she saw the amount of income we were making.

She's like, I'm good. Just don't even talk to me about anymore. So when you were going through that, was it you or your wife, the straight commission. Did it affect you both the same or a little different.

**Bill Kurzeja:** [00:22:59] It affected her much more than it ever affected me. You know, I, I have this outlook of pretty much anything I go into or anything I face.

Do I get down? Do I feel sad? Do I deal with depression and things like that? Absolutely. But I, I tend to always look at the bright side of things. Right? Look at the positives. And you know, when I was younger, I was always told you're a dreamer, you're a dreamer. Well, you know what? I am a dreamer. And I'm not going to just dream, I'm going to go after it.

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

So yes, we, you know, especially around like the eight to 10 year Mark, you know, we were a couple of years out of the military at this point, we started having more children, so our boys were coming around and you know, and it, it did become very stressful. 2008. In 2009 was a very difficult time in retail, anything because that's when you know, our, our whole economy hit that, that really low.

And, you know, people don't want to say it's depression or, you know, anything like that, but you know, it was a struggle. The housing market went from way up here to way down there.

**David Pasqualone:** [00:24:09] Yeah, everybody was reversed in there. Not everybody, but most people like reverse in their mortgages and losing their homes. It was, it was ugly time.

**Bill Kurzeja:** [00:24:16] Yeah. So it was a struggle right then. And we were really close to getting out of the car business to the commission business at that point in time. But we also were at a point where we knew the income that was, that was there. Right. And we were living a lifestyle based on that income. So it was like, okay.

Do we do, we just cut everything, get out and try to just figure it out. I didn't want to do that. And I had to here Vince her to just, you know, hold your breath and we'll get through this. All right. And thankfully, she, she gave me that chance. and that's when I started to look more in the lines [00:25:00] of owning a business, you know, it was around 2012, started a small business.

it did moderately well, but then, you know, it just kind of fizzled out. Right. And it was more based upon, I didn't know what I was doing, you know, there, there, there's a lot of information out there, but if you don't know where to look for the information, it's like, it's not there at all. Right. And I didn't know how to start a business.

I just, I'm going to start a business. Right. So I did that a couple times. Before I landed on the business that I have now and the success that I have now. And it's based on those failures that, that led to the success. So, yeah, it was definitely a struggle on both sides and her stress level because of the way she looks at things.

She likes that security. She likes to plan it out, budget it out. And I wasn't able to, to supply that all the time consistently, but like you said, in the long run, If you take a 12 month period compared to a 30 day period, the picture looks much better.

**David Pasqualone:** [00:26:03] Yeah. So if you're listening right now and you're thinking about going into straight commission sales, nothing wrong with it, just make sure you and your partner are both equally yoked on that mindset because it can.

You know, they do the tests, whether it's Christian or non-Christian, whether it's, you know, liberal or conservative, you do men and women were consistently the same men, food, clothing, altar, we're

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

pretty easy sex. We're happy. Right? Right. Women want that security to be understood and to make a house, a home hold different set for most, not all, but the standard consistent how God made us.

So when, when you take consistency and security away from our spouse causes problems and it causes stress and it can cause all sorts of things. So before going into straight commission consider the big picture and if you're good, great life. I love it. No, you love it, right?

**Bill Kurzeja:** [00:26:52] Yeah. I love it. The freedom, everything about it.

Yes.

**David Pasqualone:** [00:26:55] Yeah. It's just, it's just knowing that, Hey, if the economy goes down, your income goes down. If the economy goes up Merry Christmas, right?

**Bill Kurzeja:** [00:27:02] Right, right. Absolutely.

**David Pasqualone:** [00:27:04] You mentioned this twice and it's such a truth. You said you learned in like, you know, you failed use the term, but you really learn. Talk about that.

Talk about how some of your greatest successes are through failure.

**Bill Kurzeja:** [00:27:15] Yeah. So, I mean, everybody's scared to fail, right? I, I mentioned it my high school years. I was scared to raise my hand because if I had the wrong answer, so it's, it's kind of rooted in us, right. A lot of it has to do with how we were raised.

I mean, and at no fault to our parents. Right. And most of us as parents have done it too, you know, we don't want, when our child is learning how to walk, we don't want them to fall when in fact we need them to fall. Okay. And we need them to understand it's good to fall. Right. And, you know, so it starts getting that seed gets planted and then, and it takes a long time time for some people, myself included to understand that.

You know, failure is a part of it, embrace it right now. And in commission and sales, you know, it's a numbers game. Okay. 20% at a time as a car salesman, you're going to get a, yes. That means 80% of the time going to get a no. So you're going to get a nose so many more times than the yes. And you have to learn to love it and embrace it.

And if you can embrace the, no, the yes becomes so much better. Right. And. That's what led me into my business and understanding that it failed and I just wanted it. Right. I wanted it so bad. I wanted to be where I'm at now. And there's more once that I'm striving for it. Well, but it was, I wouldn't let myself not keep trying.

And that's really what it was, what it was based on, but it was also, I made notes. I journaled I didn't journal when I was younger. I did at this point, you know, I took notes and I said, okay, this, this is what

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

it failed. And the thing that I learned was, you know, if you're a great Baker, right? You can fake the best cake in the world.

That doesn't mean you can run a bakery. Yeah. Two different things. Right.

**David Pasqualone:** [00:29:14] And some of the best are not the best at the other.

**Bill Kurzeja:** [00:29:17] Absolutely and understanding that that's the struggle I feel with most people that are starting our business entrepreneurs, solopreneurs all of the above. They, they get caught up in, I mean, I, I was my TA, I was the tax guy.

I was, you know, the marketing to everything along the, and what am I doing? Right. So building relationships and forming. people and making those connections that they specialize in X, Y, and Z. And I specialize in what I know how to do, you know, has led to the formula of success. Right. And that's really based upon those failures, like you were mentioning

[00:30:00] **David Pasqualone:** [00:30:01] now, when you define a failure, like what's a failure in your mind that you endured and then how did you get over it?

How did you move past it? So,

**Bill Kurzeja:** [00:30:10] you know, we talk about goals, and we talk about short and longterm goals and projections. Right. And you know, if you're starting a business or, here, I, I, I train I'll use sports. I I've recently in the past two years take, taken up triathlete. Right. I wanted to be a triathlon and

**David Pasqualone:** [00:30:28] Oh man, that's

**Bill Kurzeja:** [00:30:29] real stuff.

You know, I've, I've always, I like the running and I was always cycling, but. You know, I grew up in Philadelphia and I learned how to S how to swim. They call it at the YMCA.

**David Pasqualone:** [00:30:42] Yeah. Where everybody's standing. Cause it's so hot, but there's no swimming going on.

**Bill Kurzeja:** [00:30:46] I describe it as I learned how not to drowned.

Right. Yeah. I didn't know how to get from one side of the pool to the other, but I knew I wanted to do it. And you know, so I went and I, I met a coach and we work something out and you know, he's been my coach now for two years almost. you know, and he, he has taught me how to get from one end to the other, and, and beyond.

Right. And, you know, in my mind, I thought I could just jump into pool and swim to the other end and first day, and he videoed it. I made it halfway and I failed. I stopped. I quit. I couldn't not go any further.

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

You know, now I could have, at that point in time, just gave up. Right. And said, you know what, this really isn't for me.

I just can't do it. I mean, at that point I was 44. I was about to be 45. I'm like, what am I doing? Right. go do something else. But it was, it was like, I set that in my mind and my, what I wanted to achieve. Right. And I knew that if I wanted to, if I wanted it, then I needed to put the effort I needed to put the work in.

And that's what really now I can swim now. I ocean water, swimming, open water, swimming, everything else. So

**David Pasqualone:** [00:32:02] that's crazy, man. I give you huge props. I'm a short Italian. I sink like a rock so I can cheer you on, but there's no way I'm getting that ocean.

**Bill Kurzeja:** [00:32:11] Yeah. All right.

**David Pasqualone:** [00:32:12] So now have you completed a triathlon, are you still training to do one

**Bill Kurzeja:** [00:32:15] last this season?

I competed in four triathlons and I did complete them, some sprint and some Olympic distances. My goal is to work my way up into a, a 70.3, which is a half iron man. And eventually, you know, maybe get that whole iron man, but my, my goal, I'm turning 46, this weekend. And. You know, my goal is my, the age group is, is 45 to 49.

Right. My goal is to, to rank really high in my age group. So this year was going to be a big year, but obviously with everything going on, there are no races. Everything's virtual. right now it's, you know, so it's really going to be ended up being next year, which kind of gives me an advantage. Right. So I I've been training really hard and I didn't have to go and compete.

**David Pasqualone:** [00:33:02] Yeah, it's going to be interesting to see to everybody Slack off or everybody di dive in during this downtime. Like what do you think is going to happen in the house?

**Bill Kurzeja:** [00:33:08] I don't know. You know, I know I did. I'm not going to lie. I mean, my wife and I, we enjoyed, you know, going and getting a donut or something, you know, and just, you know, Netflix and, you know, not having to take a shower and put a suit on every single day and things like that.

but yeah. You know, after a couple of weeks or what, you're kind of like, Oh, this is old and you know, we're back at it again. So, yeah.

**David Pasqualone:** [00:33:36] It's crazy, man. Alright, so let's, let's catch back up. Now you go, you leave, you go into the automotive industry. You go from sales to finance manager to not just a you're running your own shop.

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

Then you decide to transition into your own world. You're running your own business, bring us from there.

**Bill Kurzeja:** [00:33:58] Okay. So what I found working for other people was, even if you're running the show, right, you're the highest manager. You still have an owner or multiple owners. You still have people that, make the decisions, right.

Even if they tell you, you make the decisions. And so you always have those restraints. And those were the things that I was getting to the point where it was like, you know, this isn't really, this isn't what I want to do. Right. I wanted to, I've always wanted to make a difference. Right. And what, what that was, I didn't know, at the time, what that difference was.

Right. But I knew I wanted to leave an impression and help others, you know, my struggles coming up and yeah. How could I help others overcome those? Where if I had that help, I could have overcome them sooner. Or whatnot. Right. And,

**David Pasqualone:** [00:34:49] and during the course of your journey, you're just building confidence, building confidence.

**Bill Kurzeja:** [00:34:52] Yeah. You know, it just, it just keeps growing. Right. The more. You know, the more you practice anything and practices doing, [00:35:00] right. It's the same concept. The more you're engaging in it, the more you become good at it. And the more you become good at something, the more confidence you have, right. There's a reason why, you know, Michael Jordan was the way cause he was really good, you know, and, but.

You've worked really hard. Right. And that's the part that people I tend to lose track of sometimes. So, and that's what I wanted to instill. I wanted to, to build something that did that. So my first type of business was, you know, I seen how the big dealerships in the big automotive places could have detect the best technology.

Right? So all the, all the high tech companies were knocking on their door, Hey, we have this great product. We have this bang, bang, bang, bang, bang. Right. But then I saw all the small dealerships, the family owned mom and pop type of stores. They might have been just used car lots. They didn't, they nobody knocked on their door.

Right. Nobody offered them. This great technology. So I had people in the industry that I could represent their technology, right? So whether it's a, a really good website and inventory type of tools, so on and so forth. So I created this company that brought this package to them, right? So I'm helping independent dealers, you know, grow their business, feed their families, things like that.

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

And. That was my first step into being my own entrepreneur and starting my own business. And it did. Okay. You know, but like I was saying that I was trying to wear every hat and that's where my failure came into play because you just run yourself too thin. So that was only

**David Pasqualone:** [00:36:43] 24 hours. We all have.

**Bill Kurzeja:** [00:36:46] Exactly.

And if you try to do everything, what you're really good at tends to suffer. Right. So if you're really good at teaching and training and coaching, but you're trying to do everything else, that part of it suffers as well. Right. So, and that's what I, I know now, but that's what I went through with that point in time.

**David Pasqualone:** [00:37:07] Awesome. So now, when this is all going on, where do you go from there?

**Bill Kurzeja:** [00:37:12] Well, I took a little stent and I went back to selling cars. Right. And I was like, okay, I need to take a step back. I need to put some, some money in the bank and get a little foundation. Right. So I just went back to sell cars and I did well right off the gate.

I mean, I understood how to sell cars and it was really good to do that. Right. So. I see it all the time in businesses and industry, as people move up a corporate ladder or a business ladder, they tend not to go back to what got them there. And I think it's important that you do that, right? I think it's important that you go walk the yard that you started at and really see what steps, what was there, how did you do it?

Because I lost track of it. I lost focus as far as. You know, did it, was I journaling? Was I keeping track? Was I paying attention? Was I putting a process into place? No. So when I went back to selling cars, it was like, bam, the light bulb went off. This is what you're good at. You enjoy this. You want to help people.

And that's what transitioned me into the world of coaching and training sales. Right. And I transitioned from selling cars again, and it was a three, four month period. And I went right back into, you know, going into my own thing with the help of, another gentleman who brought me on, he had a current company at the time and he gave me an opportunity to, to work alongside of him and really get a taste for it.

And yeah, it was, it was pretty immediate that I knew this is where I belong. Yeah.

**David Pasqualone:** [00:38:54] And talk about that. Cause you and I are similar in that, like I love helping people. I love sales. I love training. Let's like, okay, we're doing good. Well, let's do great. You know, never satisfied with the status quo. If I wear a different tie, will people interpret me different and you know, will sales go up?

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

I'm a freak like that. So I know exactly where you're coming from, but describe that thrill like. Cause I always, I can't explain it well, but when you train somebody and they get it, the light bulb goes off. That's just such a fulfilling moment. Is that what you love to? Cause that's what I love.

**Bill Kurzeja:** [00:39:29] Absolutely.

And it's, it's interesting. That's so I transitioned in my very first client is a, you know, a car dealership and they have their sales team and you know, we're in there and I ended up. With this one young guy, maybe 20, 21 years old at the time. And we've really clicked. Right. And he listened and he applied and we, we talked about it and he tried things and, [00:40:00] you know, and to the point of now I'm five plus years later.

And he moved from here in California to New York city. actually he moved. The middle to the end of February this year. So literally when him and his fiance were halfway across the country, they were being notified that New York city was shutting down, you know, right there, right there getting into March.

Right. And, but now I just spoke to him and he wants me. He wants to talk at least once a week now, but he's running a store in New York city. He went from, he was just a salesperson, right. When I first met him. And now he's a general sales manager at a dealership in New York city. And, you know, that's what it's about to me.

Right. I mean, yeah, it's the income working for yourself? Just like you said, it's, you're either, you know, starving or it's Christmas morning. Right. And you know, that's what commission life is about, but. I learned that it wasn't about that. Right. And you know, it was more about the people and the feeling and the satisfaction and the understanding that the fulfilling right to, to where I would come home.

And I would tell my wife, you know, this was such a fulfilling day. and, and that's grown even more or more to the point where people go, you do for a living. Well, I'll tell you who I am. Because that's what I do. Right. I don't, I don't go and do something. I'm not a different person at home. you know, I'm the same person, no matter where I'm at.

And that's why I don't look at it as work. I don't look at it as a business. I look at it as my life and this is my passion. This is what I bring, and I want to keep getting better at it. And that's where the communication part really clicked. You had just mentioned, you know, to sales thing. Is it a certain tie?

Is it a certain niche and a certain that, well, that's where I really dug into how we communicate and not just, you know, communicating from a. You know, a salesperson and a consumer, but how do we communicate behind the curtain of the business? How do I communicate with my wife, with my kids? And then ultimately, how do I communicate with myself internally?

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

Okay. Right. And it led me into understanding that, you know, sales business, anything it's a feeling. Right. Just like, you know, we try, we've attempted to record this a couple of times. Right. But in the process, we got to know each other and just it's a gut feeling. Right. I knew that you're a good guy and I, I knew no matter what, I'm going to enjoy talking to you, we don't even have to record it.

I'm going to enjoy the conversation and it, cause it's a feeling. And I get that feeling because of what you give off and understanding that when you. Realize that it's, it's powerful. Right. And that's really like my goal, my passion now is to help people find that, to understand that, to learn about it, because if I was taught, you know, pillars of communication and what communication is, or is not in high school, I probably would have stayed in college or did better.

I mean, not that I did bad, but maybe I can. You know, teach someone something that alters something in their life and they go with different paths because they understand something where they didn't understand that before.

**David Pasqualone:** [00:43:38] Yeah. And I agree with you completely and to the listeners out there. If you're listening to me, I'm like, well, this is great for them.

Their salespeople. Exactly. What bill is saying is every aspect of life, every one of us has a passion, a purpose in this core, that lights up. And you could be into literally something that we've never heard of, but you love it. Some people like love model, car racing. Some people love parasailing. Some people love, you know, it could be just anti cars.

It could be selling stationary, whatever you love do. And then when you do what you love, it's going to shine and show. And the money always comes. The money is really what most people focus on. But when you focus on what you love, you do it so well, the money follows. So what bill is saying is spot on and don't think because you're not in sales, you can't listen to bill today because she's talking about communication.

Everything we do since the garden of Eden in the Bible is communication. I mean, if you live with another human, you know how hard that is, I don't care who you are. It's, it's hard to coexist. So keep going though. This is amazing. Thank you.

**Bill Kurzeja:** [00:44:51] Well, Oh no, I, I, again, all day long. So, and you're right. So, you know, throughout all this, my [00:45:00] journey and understanding and learning, you know, my wife and I, we did have our struggles and through our struggles is what I learned most about myself and communication.

Right. So, I think you had mentioned that before about where men are pretty simple. We want to provide, you know, food shelter, so on and so forth. And also in the same aspect. I know in my case, I didn't want it anyone to worry. I never wanted my wife to worry. Right. But who is it? Who am I to say what another person can or cannot do?

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

I can't make that decision for her. I tried. And that's what caused most of the issues, right. Was, you know, I would. You know, in my mind not call it a lie. Right. I would just not tell her something, right. Oh, Oh, how much is the check going to be? Oh, you know what? I'm going to make this much. We'll make enough to pay paid bills.

Don't worry. Right. Don't worry. Don't worry. Don't worry. And then what happens because in the mind that I had at that point in time was I'll, I'll just sell more. I'll just sell more. I can get it. Even though at that point in time, I wasn't on pace to get it right. So it caused those issues. I caused those issues because of my inability to communicate my inability, to understand the communication.

So, you know, we did what. I suggest most people should do no matter what they are facing or not facing. As we went, we went to counseling, we went to therapy. Right. And that's where we learned a lot about that. And I learned a lot about that with myself to the point that I went to therapy myself. Right.

Because I wanted to understand why I did the thing. Yes, I did.

**David Pasqualone:** [00:46:41] Nope. That's a great way to do it.

**Bill Kurzeja:** [00:46:42] Yeah. You, how do you correct it? You have to understand it in order to correct it now, too. Do I still struggle from time. Absolutely. You know, there's always going to be steps forward, steps back. And, but I stopped myself.

I reevaluate it and I go, it's not worth it. Right. Just rip the bandaid off, tell her it's not, I'm going to be this, this month. It's going to be this right. And give her the ability to know the whole truth, to be able to make a decision. And then we can communicate on what's the next option for both of us, our family, a unit.

And, you know, it's been amazing to be able to just open that up right. For myself, which in turn again, I can't speak for her, but I hope she sees it the same way.

**David Pasqualone:** [00:47:32] We'll get her on season three,

**Bill Kurzeja:** [00:47:33] right? Yeah, absolutely. But you know, you brought up the point about sales and communication and, you know, I believe that we're all in sales.

Okay. We tend to just, like I said, micromanage has that negative connotation in a lot of aspects of the civilian world. So does the term sales, when somebody hears sales, they think at a used car salesman, you know, Hey, yo, let me get you in this car. You know, think type of atmosphere. When in reality sales is a positive, right?

You know, why do I want to exercise? Why don't you'll have to sell it, your cell phone, the benefits of it, right? It's just like buying a car, new TV or a car or a house. It serves a there's a features and benefits,

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

eating healthy. I can live longer. I can, you know, enjoy my family longer to all these different I can provide for others longer.

You know, so there's your, that you're selling yourself on that. The benefits of it. so my kids, you know, why is it, my daughter, we went and picked up, do you haul today? Okay. And she was talking about her roommates and she was so surprised at how they're they don't understand like. This is weird to them.

Oh my God. I mean, we're going to have to do our own laundry and stuff where, you know, my wife was very strict with our children of doing chores. You're in high school, you learn how to clean your clothes. They have chores, they get short lists, so on and so forth. And, you know, she actually said to me, she feels so much more prepared for this than her roommates because of the stuff we put her through.

You know, but we had to sell them on the idea of, Hey, you need to do these things because there has to be a benefit. Right? So to think that, you know, sales isn't a part of our lives. It is to the point that I also teach high school and middle school, how to build confidence in communication, because eventually they have to interview for a job interview for college, whatever they're going to do in life.

They have to explain it to people. And how do you do that if you don't know how to write? Yeah. And

**David Pasqualone:** [00:49:40] talk about that. How do people build confidence? Because confidence, some people come from backgrounds and homes that are super negative, abusive. I mean really dysfunctional. Some people come from loving homes and anybody can come from any background and be opposite.

I mean, it's [00:50:00] sometimes it's just how we're wired. But a lot of it's how, we're, what we learned. It's learned behavior. So talk about somebody. It doesn't matter where we've been at, where it matters, where we're at and where we're going. How does somebody learn how to build their confidence bill?

**Bill Kurzeja:** [00:50:13] So it's confidence comes in knowledge.

Okay. And I revert back to, if you go back to any level of education, elementary, middle high school, there, there isn't a class that teaches you. What communication is right. Teaches you many people we'll hear this right now and be surprised and I'll probably Google it, but how much of communication it is nonverbal, right?

Yep. Some people. And I asked that question to go to us 60%, 70%. Well it's 93% is nonverbal. So 55% is your body language. 38%. Is your inflection, your tone, how you use the words, how you pronounce them. And then the words are just make up about seven to 8% of your, of our communication. Yeah.

**David Pasqualone:** [00:51:05] And what you're saying before you go on, this is a pet peeve of mine.

I go crazy about this. Cause we teach kids how to do everything that doesn't matter. They go to school for 10 hours a day sometimes and waste their entire life. From kindergarten to they're 18. We don't

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

teach them how to communicate. We don't teach them how to budget. We don't teach them life skills, but we teach them all this fruit crap.

That means nothing. And it I'm like I'm right on board with you. So I'm going to mute my mic, but go get a man. Cause communication is what we all mean. And I even think like you may love him or hate him. We can disagree, but I think Ronald Reagan was one of the greatest presidents of all time. He took our country from the brink of disaster, into the most prosperous nation the world's ever known.

And he was called the great communicator. He did it through communication. So yeah, if you're listening, I don't care where you are liberal, Republican Democrat, conservative. Just listen to what bill is saying. Apply it. Cause it doesn't count unless you do it.

**Bill Kurzeja:** [00:52:10] You're absolutely right. You know, we can talk about knowledge and everything else all day long, but if you don't apply, if you don't stick with it and, and stay disciplined within it, then it's never going to come to fruition.

But you know, I, again, I agree with you in all those subjects, math, English, science, how do we get our students to do better in those? They need to communicate how many students go to class and they have no clue what the teacher is saying, but they're scared to ask questions. Because they've never been taught how to ask questions, how to raise their hand, how to communicate, how to speak up and,

**David Pasqualone:** [00:52:47] and the other kids that might make fun of them.

Then there are all sorts of insecurities.

**Bill Kurzeja:** [00:52:51] That's the whole thing. Right? I start off every one of my classes with asking students, what is it they want to gain? What is their challenge? What do they want to overcome? And it's, it's 90% of the time. I, I just want to interact with my friends more in class, more.

And what I do is I start them off. Just like I just explained about that the body language, they didn't know body language. Right. So how do you build confidence? How do you build those skills? Is you start with yourself, right? it, it's easy to say, Oh, go raise your hand in class. Yes. And you'll find out, right.

They're not going to do that. They have to build to that point. And how do you build to that point is pay attention to your body language. Okay. Are you sitting up tall? Are you, are you exuding? Are you showing confidence? And what does that mean? Okay. So I talk about, do you ever see someone walk into a room or walking down the street?

And you're like, wow, that's that kid's cooler. That person's cool. I want to be like them. Cause they're walking. They're shoulders are back their heads up. They're looking around, they're communicating. Right. And you can do that. Sit up, walk, tall, eye contact, sort of things you can control without ever having to open your mouth.

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

And once you master those, that's going to give you just enough confidence to speak up. And when they finally speak up and another kid in class goes, man, I'm so glad you asked that question because I was thinking it, but I was scared to ask it. And as soon as one student here's another student, their peer say that to them.

I'm like, wow, I just helped them. And they want to do it more, right. Because how do we build confidence? It's like shooting a basketball. You don't, you're not going to pick it up and put it in the hoop right away. Right. You have to practice that you have to keep going at it. You're going to miss shots and then you're going to make shots.

And that's the same concept with communication. Right? Keep trying, keep practicing it, understand it, gain the knowledge, understand that there's pillars of communication and how to apply those things. So it's real important.

**David Pasqualone:** [00:54:55] So what would be some practical steps, like an exercise maybe that people can do to [00:55:00] grow in confidence right now,

**Bill Kurzeja:** [00:55:02] being aware that like I was saying that the body language is, is a big part of it.

we talked a little bit earlier about feeling safe and secure with someone, right? When you feel safe with someone that's important, standing with your arms crossed, right? We understand that's a closed posture. And people aren't going to walk up to you. Italian, my mother's maiden name is DiTomaso.

So as you know, we're, we're on video right now, so you can see, I use my hands a lot. Right. And that's okay. People enjoy that type of physical type of bodies movements. It helps them feel comfortable with someone, you know, don't be a robot. So really start with the practicality of paying attention to your body.

Paying attention to where you're, you're looking where you're not looking, are you fidgeting or are you not fidgeting? Do you listen to people and really let them speak and understand what they're saying? So those are the exercises that builds up to that right now in a business aspect, in a real world, company's environment.

I do exercises where, you know, you work with your peers. Okay. So if, if I can sit here and earn your business and I see you every day and we have coffee together and everything else, then it's much easier for me to do that with a stranger. Right? Cause it's harder to sell someone that you see all the time than it is to, to sell and communicate with someone that you never see.

Right? So those are a little practical things. If it's just a home environment, you know, write down things that, you know, You notice about yourself, always start with yourself because if I'm open, if I recognize that I'm not making eye contact with you, so, and I start making eye contact with you, what is that going to do for you?

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

You're going to start making eye contact with me. It's just natural. So if you want to become better at communicating and you want people around you to become better at communicating, practice it, implement it. And you're. Your example, we'll create the return and then you have that two way type of solid communication.

**David Pasqualone:** [00:57:21] Yeah. And if you're listening right now, what bill just hit on? He said your everyday interactions at work or at home, you don't need to be a professional salesperson and sales doesn't mean to manipulate and get what you want. It means to pitch your ideas. Sometimes, sometimes it means to serve. Sometimes it means to solve there's all different definitions takes, but you need to be able to communicate your thoughts in a way that people will accept.

So that's the beauty of what bill does and we'll put it link in the show notes. If you want more information, you connect with bill and learn and develop this. But bill, what are some words and why would somebody want to learn to sell? Cause like, to me, I'm thinking if you work in an office and you get a dead end job, so to speak, you know, quote unquote, I don't want to be out of 500 people.

I want to be the one person for the promotion. So what Bill's teaching poises you for that when you start learning to communicate and observe and to be able to key in to those nonverbal cues and keys that people are dropping, man, that's powerful. And I remember, you know, I love selling. And I love watching people's faces and expressions.

And some of you think, Oh, that's just retarded. It's a stupid, but really it is the inflection of the voice, how they lean the facial, like just Twitch. They make that so subtle, but it's there. All of those things make a difference on how you're going to respond next. So bill talk about to the everyday person.

Why should they learn to sell.

**Bill Kurzeja:** [00:58:55] Well, it's it's, it comes down to, like you said, in that, in that job environment, that office environment that, you know, maybe you're not looking to, you're not selling a product or a service like that, but you want to get that management position or you want to do other things within the company.

Well, how do you stand out? Right. You stand out through example, you know, how do you sell that? You sell it by how you carry yourself, how you present yourself, how you interact with others, do others, you know, gravitate towards you. You know, everything we do is by feeling okay. I talk about your gut feeling.

You know, everybody uses, all right. Gut feeling says this or my gut feeling says that, well, we've really do have a gut feeling. There is truth in that it is your internal communication telling you. You know, fight or flight type of scenarios. You walk in a room or walk into a business or an office building.

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

And it's like, wow, this is just, and everybody's at their desk, their heads down, they're working. It's a cold environment. Like I can't wait until five o'clock to get out [01:00:00] of here. Well, why is that? Maybe if we just opened it up and we said, Hey, how are you today? The whole thing changes, you know? And that's.

We don't use the term sales, but it is, is right. It's just communicating and, and building that environment that you want to be in and that others want to be in as well. And next thing you know, you're being looked at, okay, you don't have to stand out by, you know, running up and down the aisles, but just by communicating and being open to other people's suggestions and ideas helps you stand out for those positions as a leader.

**David Pasqualone:** [01:00:39] That's so awesome. And let me ask you another question. I don't want to pepper you with questions. Are there exercises that the normal person can do to build their disabilities, the abilities to build their abilities and their confidence? Because again, I know that when I was back in college, I used to sell with this one guy and we challenge each other.

We'd say the next person who walks in the door, you're going to get to do, but boom. And we literally have like a 75 year old woman changing a stick of Ram in a computer and we'd have these challenges and we would help them. It's not humiliating them when you were learning to encourage them through sales.

So they do something they didn't think was possible and they'd be happy. You'd be happier. We'd be happy. But we actually did that to help train each other as iron sharpens iron. So the main accountants of his friend, and like you said, the gut feeling, do you have an unction from the Holy one when you're saved and you know, all things.

So are your thing you're saying is lining up with the Bible. How do we take that in the practical exercises and what kind of exercises can we do that? If we're out on the subway or traveling to work or we're at the office, what are the things we can do to practice? Like you said earlier, I forget how you phrased it, but you get good at what you do.

You know, what are some things we can practice to become better salespeople?

**Bill Kurzeja:** [01:02:00] Well, just, just by starting with, again, the posture's real important and then taking it to the next level, just saying, come morning, if it's morning, time to people in general, making that eye contact, doing the things that you haven't done before, it's going to feel uncomfortable in the beginning.

Right? Because anything new feels uncomfortable, but how do you make a comfortable, you do it more often, right? So if, if you want to get better at communicating with people, Then you need to do the things that our communication and that starts with your body language, with your eye contact and then develop your speaking.

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

Right. Good morning. Good afternoon. How are you today? Oh, I see. You're you're reading the New York times, or I see this. Right. And striking up those conversations with people and noticing things and paying attention to your environment. And then also I go back to journaling. I go back to making notes and mental notes, physical notes, audio or video notes about I tried this today and this is what.

What happened from it? I'm going to try this tomorrow. Things like that, just really being aware. That is the practical. I wish it was as simple as do two steps, one through five, and you'll be an expert at communication. No, you know, it's, it really does. It just comes down to the individual because the way you communicate, it's always going to be a little bit different than the way I communicate.

Just like in sales, right. You're you're going to convince somebody and have them feel safe to make a decision and a choice. Differently than I will. It doesn't make one right over the other. There isn't a cookie cutter type of design to this. It's. How do you give the feeling again? Communication is a feeling.

If someone feels safe, then they're gonna, they're going to give back to you. If they don't feel safe, then they're going to turn and they're going to walk away. And that's really the, the result of, of that feeling.

**David Pasqualone:** [01:03:54] And you made it great point. You said when you start this, you'll be super scared, super uncomfortable, but no, you disagree.

If you disagree or agree, if you do, to me, it gets really fun. Like you can really have fun with this exercises and games. And, you know, I used to have my kids. They don't even know it to this day. But I used to have them do things constantly to force them to be out of their shell and not be hung up. And now they're free.

Like so charismatic. I love watching them. They think I'm an idiot cause they're a teenager and I'm an adult, but that'll pass.

**Bill Kurzeja:** [01:04:28] Yeah, absolutely.

**David Pasqualone:** [01:04:30] So fun. But like, I remember being in like places with my friends and we'd like challenge each other, like go find out that person's story. And literally we just randomly walk up and talk to people and start conversations.

You meet great people. You make friends. I mean, you can do all sorts of stuff. Like you don't want to endanger yourself obviously, and you don't want to put yourself in a bad conflict situation or, but you can have a lot of fun with this. So I really appreciate you coming on today and talking about all of this

**Bill Kurzeja:** [01:04:56] bill.

Oh, I love it. And, and just to that point, [01:05:00] right. You can alter when you realize going back to the money thing and the sales thing and everything else. Right. And. I was focused on the dollar, right.

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

The dollar to dollar to dollar. And when I realized that I needed to focus on the people on the person, that's when the dollar quadrupled.

Okay. And when you realize that when we focus on each other, as people, you can literally change someone's whole day, their whole outlook, their whole position. You don't know their story to that minute, walking down the street and you're crossing paths, you know, and. Just looking eye contact. Good morning.

Hello. They could have went from being depressed and down to saying a positive outlook on life right then. And you know, we have that power as individuals.

**David Pasqualone:** [01:05:51] Yeah. That's so awesome. Well, bill, I thank you so much for being here today and I do not want to cut you short. Is there anything else in the past? So we've got through all where you've been.

And then we're kind of where you're at today, but before we go into where you're going and how we can help you, is there anything we missed or anything we didn't cover that you did want to talk or leave with the audience as a thought?

**Bill Kurzeja:** [01:06:14] No, I, I think we, I think we've been very thorough in, in just the concept of really understanding yourself and, and that's where it starts.

Right. That internal communication.

**David Pasqualone:** [01:06:25] Awesome. Now, talk to us about today. Where's bill and where are you going by? Where are you going?

**Bill Kurzeja:** [01:06:30] You know, just, you know, working, working towards, you know, getting the message out there, helping people become aware of a lot of us don't even know that we, we don't understand what communication is.

We don't, you know, you look at the current state of our world. We have people that feel passionate about one thing and people on the other side of the fence, feeling Shannon about the opposite of that. Right. But if, if they were able to sit down and have a conversation and be able to communicate. Show empathy and, and listen, and all the different pillars of communication, applying them, we would have solutions, right.

We would have understanding. And I really feel that at its core, that's at its foundation, that this is what needs to change in our world. You brought up a great point that we spend so much time yeah. Educating our youth. And we were all youth at one point on subjects that. You know, if you don't go into science, does science matter and so on and so forth.

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

Sorry, they do matter. But so do practical everyday things and how we communicate with each other is important, especially in the world now, where if I don't like what you said on Facebook, I just unfriend you. Instead of me picking up the phone or having a conversation with you and saying, Hey, you've just posted something.

And I just don't understand where you were coming from. Can we talk about it? And knowing how to do that is so important. And so really that's where I'm at now is trying to get that message out there and working with people to, to formulate and build better skills in community.

**David Pasqualone:** [01:08:05] That's awesome, man. Yeah.

And I think the people who actually reach out and ask you those questions. Those are your real friends, man. Those are the people you need tight. Cause friends with people tell you, you want what you want. Hear real friends to tell you what you need to hear and the ones that keep us accountable. So that's a great point.

If you're just a friend and people on Facebook, man, you need to do a self check. And if you do friend me, you really need to check. No, I'm just kidding. Hey, I'm sorry about that. So anyways, so now if someone's listening today and wants to get ahold of you, what's the best way to reach you.

**Bill Kurzeja:** [01:08:35] just right, right on the website, professional success, South duck, you know, I get a free consultation.

We'll sit down, we'll talk. It doesn't even have to be about business. It could be anything that you, you have a question you want to, you know, find something out on there, reach out to me and, and we'll get it going. Awesome.

**David Pasqualone:** [01:08:54] Awesome. And I'll put a link in the show notes, and if you need anything, like I said, reach out to bill, reach out to myself.

If you have any questions, we'll put an address where you can connect with bill and ask him directly. And other than that, man, you're a remarkable dude. I'm glad we became friends. If you're in Pensacola, let me know.

**Bill Kurzeja:** [01:09:13] Oh yeah, definitely. I love Pensacola.

**David Pasqualone:** [01:09:15] Yeah. That's a great place, man. But you're in San Diego, so it doesn't matter.

Yeah. It's better than that.

**Bill Kurzeja:** [01:09:19] Yeah, I understand.

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

**David Pasqualone:** [01:09:22] Alright bill. Well, thank you for a great episode. You truly are a remarkable man. It's been an honor having you today and to our listeners. We thank you for being here today. We want to give another shout out again to our sponsors. We've got BTK innovations at body temperature, kiosk.com.

Not only do they have an amazing product, that's helping America, but they have a product that you can get a couple hundred bucks off of with our RPP promotion. So when you go to body temperature, kiosk.com put in promo code B T K cares, D P and that'll get you [01:10:00] \$200 off at checkout per kiosk. Also podcasting made easy.

That's our company, obviously, but we want you to not just to enjoy podcasts, but learn your passion, sell your passion, whatever you want to do, share your passions. The main thing. But if you go to podcasting made easy@davidpascoalone.com use promo code at checkout RPP one, two, three, and you're going to get the 395 podcasting class with lifetime access to our growing library for \$8.

Really we're giving it free. We just want to put skin in the game. So for \$1 a week, You can learn to podcast and share your story with the world. So that's it. Now at this time, the promised mentioned intern. Casey is with us and he literally spent Oh seven to 10 hours working on this podcast. So you can enjoy it.

Intern. Casey, you listen to Bill's story. You heard his great leadership. Confidence advice talks about the different things that you need to do to be successful in life in business. And after listening to this episode, What do you think what's something that stuck out to you? You don't have to go into a big dialogue, but what's one thing that stuck out to you.

**Intern Casey:** [01:11:20] Definitely communication. Cause especially in today's schools, you know, I go to high school right now and everything. And that's the number one problem communication between kids, especially in things like math class, where there's always the one smart kid who knows everything and the rest of the class just is kind of there.

And they ask the dumb question and then, you know, The rest of the class is like, wow, thank you for asking that. And he really brought it to light to me that need more communication in schools today, you know, cause that's the number one thing and not just all this useless stuff that they teach us, like I can go on and on and on for all the useless stuff, but there's only one class I really loved at my school.

And we're the only one here in a scammy Kalyan Penn school that has it. It's a leadership class and it's basically an entire class where you learn how to communicate. And that was the best time I had in high school so far.

**David Pasqualone:** [01:12:12] That's awesome. Casey. So you guys can see, you just heard bill, you know, in your own life, you know, from just experiences that leadership matters.

# REMARKABLE PEOPLE PODCAST

Listen. Do. Repeat... for Life.

We need to be good leaders and the way you are a great leader is to follow Christ. And then you're, you're seeing in your school system, Casey. As a team, he's watching the leadership class and seeing how important that is and out of every class, that's his favorite. So listen, thank you for listening today.

And like our slogan says, don't just listen to this, but do it, repeat it and go have a great life. And bill. Thanks again. Have a great day brother.

**Bill Kurzeja:** [01:12:47] Thank you, Dave

**David Pasqualone:** Ciao!

**RPP Intro/Outro Reel:** [01:12:50] The Remarkable People Podcast. Check it out. the remarkable people podcast. Listen, do repeat for life.