



TECH RESELLER

| EXPERT SECRETS

LEARN HOW TO BUY AND SELL IT PRODUCTS

TONY TEMBUNDE



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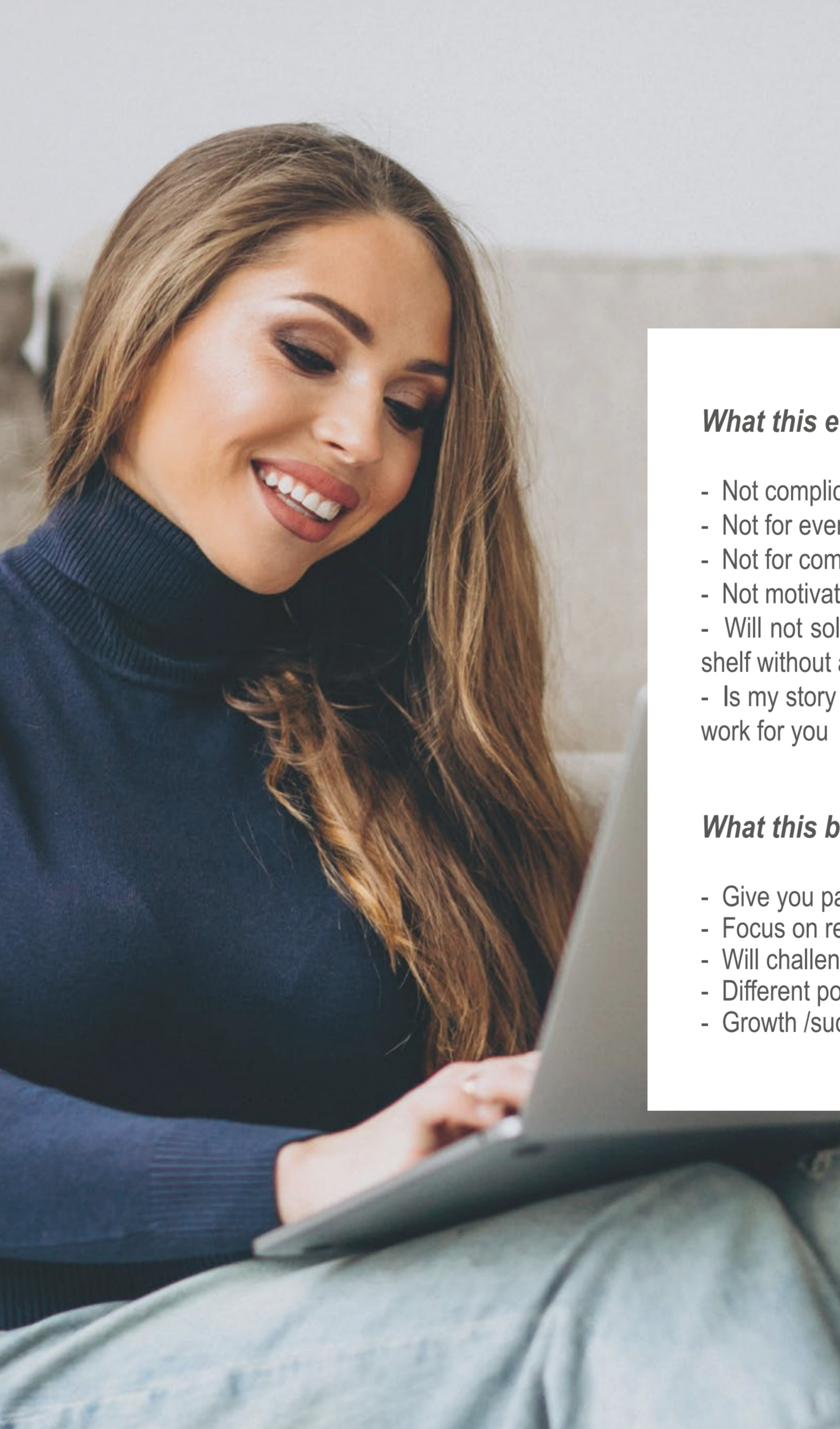
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What this e book is not:

- Not complicated and written in simple English
- Not for everyone
- Not for comfortable people
- Not motivational
- Will not solve your problems if it stays on your book shelf without application
- Is my story and worked for me but will not necessary work for you

What this book might do for you:

- Give you path to the next level
- Focus on relevant aspects in life
- Will challenge your current situation (beliefs, actions)
- Different point of view
- Growth /success



| INTRODUCTION

INTRODUCTION

December 23 200, I landed at Washington Dulles Airport, walked out and I could see from a distance someone familiar walking towards me with a swagger that felt like he was comfortable in his own skin and having the time of his life. I looked closer and realised he was my childhood neighbor/friend/brother who had invited me on the phone (a few weeks back) to come over to the USA. We were happy to see each other and walked to the car park and got into his car.

It was a silver Aston Martin DB7 with cream brown leather seats that smelled like brand New leather. Needless to say, I was in ecstatic and my feelings were compounded when we were driving out of the airport and had loads of admiring glances. I asked him why is everyone looking at you and he said no they are looking at the car. But I responded when you walked inside the airport I saw the way you carried yourself with pride and respect which is very different from how I remember you growing up. We laughed and reminisced about writing our dreams down and day dreaming when we both left school and were jobless. We got to his house, it was massive with a jacuzzi (first time I had seen one). Then a few moments later went to a fancy restaurant and the evening we went to a cool bar and then nightclub were he spent 1200\$ on a table with drinks and I was thinking he just wasted as much as my entire month's wages on a single



INTRODUCTION

night (it was hard to process this considering I was making 7\$ per hour at that time while studying). He explained to me he had everything taken care of, his family were all in a good place and he was in the process of building his dream hotel (the same one we draw on paper while we were unemployed). When his friends (one of them he learnt the tech reseller secrets) came by, they all had cool cars and I asked him: Do you only spend time with rich people?, And he responded: "I am hanging out with you and you are not rich". I spent 7 days in Washington DC and every day was like a very good movie. I felt like I was in some sort of very good dream and didn't want it to end. On the 3rd day I asked him so what do you do for work and if it is legal I want in?. He smiled and said, that's why I invited you over to the USA so you can open a branch of my company in the United Kingdom. Boy was I happy. So I was like Don, can we start now?. Time went so fast, 1 hour before I was to return to London he sat me down and gave me a few pointers on what to look for, which products are in high demand and who to buy from. I got the plane, high on life and filled with visions of one day having a similar lifestyle in the United Kingdom. This was my introduction into being a tech reseller expert.

BOOK

TOTAL RECALL by Arnold Schwarzenegger reminds me of the principle of Network to net worth. When he was Mr Universe, his best friend Frank Columbo was his training partner. He moved to America and was a carpenter then transitioned into buying apartment houses because the owner he was working for had loads of houses. Then he opened a mail order business selling gym accessories because he learnt from the famous Joe Wilder magazines when he worked for him. He then became a politician when he started dating Maria Kennedy (from the famous Kennedy political family).

HOMEWORK :

Your Network is your Net Worth

- How many entrepreneurs are in your network or friends?



CHAPTER 1

**THE ROAD TO HELL
IS PAVED WITH GOOD
INTENTIONS**



THE ROAD TO HELL IS PAVED WITH GOOD INTENTIONS

I got back to London determined to make this business work. I was a full-time student and working as a security guard part-time to pay my bills. All I had to do was go on the internet and source Cisco routers, switches and servers at good prices from specific vendors asking specific questions to determine their reason for selling.

In 2002, there were no mobile phones with internet connection (if there were, I couldn't afford them), because I spent so much time working and studying I could only spend 1 or 2 hours online or going to different shows *government or industry specific liquidation auctions* and usually when the most sort after products go online/present, so I miss them because I'm not physically present to buy anything. His instructions were very simple (BUY low and SELL high). After about a month of trying this process, my friend lost hope in me and our partnership came to an end. Needless to say, I was gutted, disappointed and depressed. I was telling myself I let my golden chance pass me by and it will be another 7 years before I would open my own tech reselling company and go on to make millions of dollars in sales. And my friend came to London 10 years later, I took him out and tried to show him the same good time he did me when I last visited him in the USA as a thank you for introducing me into his world. Looking back now, there are a few reasons why I think my partnership did not work out.

Most people would make the argument that my friend was not patient enough with me or did not support me during the partnership knowing my situation. However, I think I had an opportunity few people would have but was not ready for it by doing these things.

- **Family** : 2001 March my dad passed away, this was emotionally devastating . I had been to a few death ceremonies but could not understand my people affected were so depressed until it happened to me. My mum, could not handle her grief and relied on me. My younger brother and sisters too were in sorry states. I tried to be strong for everyone else except myself and the emotional energy was time consuming. I spent too much time on the phone talking to my family and after the phone conversations, all I wanted to do was sleep and forget what happened. As you would imagine, this affected my ability to look for low priced Cisco units to sell for a profit.

THE ROAD TO HELL IS PAVED WITH GOOD INTENTIONS

- **Friends** : Back in 2001, my mentality was to try to carry my friends along to do better as we are in this together. Spent too much time trying to be a good friend and neglecting my own goals. I thought everyone had the same intentions as me but soon realised it wasn't so. My friends made fun of me by saying we thought you were going to start a big business, what happened hahaha. I felt numb.
- **Childhood religious programming** :
Attending a seminary during my early teenage years I was indoctrinated about money being the root of all evil and how I should listen to my parents as they know better. The problem with listening to parents is that they are not always correct. I clearly remember when I told my mum about the business opportunity I had and she said: "Why don't you focus on your studies and get a good and stable job to survive on".
- **Mental awareness and self talk** : I was extremely critical to myself in my self talk and had a low self esteem. I had at this point in my life read almost 700 books on self help (personal development trying to find the answers but nothing seemed to be working).
- **Spiritual practice** : I used to say the odd prayer here and there and touch wood. However I only did that when I was in the darkest of times.
- **Sports /rest** : I just did not see why I should exercise especially as I usually had only about 5 hours sleep per day. At one point I was so tired I was walking while sleeping and I hit my head on a pool on the side of the road, then woke up to a bleeding lip. My boss at work thought I had got into a fight.



THE ROAD TO HELL IS PAVED WITH GOOD INTENTIONS

- **Dating** : Growing up I wasn't the party type, however I was dealing with soo much that I decided to only date people I wasn't attached to. In my mind, that will free me from focusing on getting all the moving pieces of my life under control. It did not work out so well most of the time but I made the excuse of saying it can wait and I have got many other more urgent things to handle. My dates values were usually conflicting in negative ways to mine. I remember instances when they wanted to go partying but I couldn't afford to buy a drink because my cash was spent on my family and I was walking back home patiently waiting on the next cheque.
- **Diet** : I used to go 2-3 days without eating just because I forgot and when I did eat , it was usually a handful of sugar /biscuits/candy or something unhealthy like Mcdonald's or KFC to treat myself. However my regular meals when I cooked lasted 3-4days of eating the same thing.
- **Personality** : I tend to put other people first before myself (trying to be good). However, I found that in business, friendships, relationships, this personality was holding me back.
In my opinion each of these aspects in their own way affected my ability to focus and execute on the business dream and to get the life I wanted. I had to find a way out of this hell as I felt unworthy, drained and to compound it all, sometimes my job was to be a guard at the car park in the office buildings in the financial part of London. I'd see all these cool cars come in with my friend's similar Aston Martin and I'd feel even worse and stupid for letting my chance slide. I said to myself, one day I'm going to find a way.
- **Good deed** : Usually when I help anyone, they always come back for more help and when I am unable to help, they start avoiding me.

BOOK:

"Undisputed Truth "by Mike Tyson shows you how coming from an unstable family with parents on drugs influenced him into getting up to no good. Then he hung out with friends who were stealing and due to peer pressure he got into the same things. He eventually got into prison and Muhammed Ali came for a visit to all the kids. Then he saw his way out and started doing his best to get to the top.

HOMEWORK :

Think of and write down on each of the topics, how being good turned out to be a disadvantage ?

- Did you ever help anyone and they became unfriendly towards you or come back for more ?





CHAPTER 2

HARNESSING MY BRAIN ENERGY DURING 2008 WORLD ECONOMIC RECESSION



HARNESSING MY BRAIN ENERGY DURING 2008 WORLD ECONOMIC RECESSION

2002 -2007 for me emotionally felt like eternity. 1 success 4 failures, 1 success 5 failures seemed to be my normal trend in almost every aspect of my life. After finally finishing my Business management/accounting degree, I landed a couple of jobs, and one of them made me rethink my childhood dreams and goals. I was working as an assistant accountant for a stock broking company making 1000£ per week but the stock brokers/traders were making a killing (earning way more). I'd walk into the office in the morning and a stock broker is playing golf or they would ask us to go play tennis during working hours and almost every evening they would suggest going out for drinks because they just had a great day making loads of cash. All these brought back memories of tech reselling in America.

2008 the world went into global economic recession, many banks were going out of business and every morning you wake up the news is 20,000 employees got fired. I took one for the team (as the english saying goes and became one of the casualties with no company was hiring for at least 8 months). During the first 4 months haven exhausted my savings , my mum called me complaining about having health problems . I had rented a house and rented out rooms which covered my rents and feeding so I was in ok shape to ride the storm but my mothers call made me emotional and I would die to save my family . Since there were no jobs , I clinical medical trials were advertising on the trains and I applied to one of them and was taken for the trial . They tested a drug on me which I later on learned it causes cancer in rats . After the trial I sent 80% of the payment to my mum so she could go to the hospital . After 1 month I asked her about the hospital diagnosis but she said she did not go because she was feeling better . I felt really stupid and on the spot I promised myself never again to risk my health or anything else for anyone.

Once I made this decision, coupled up with the fact that it was impossible to get a job during the 2008 recession, my back was against the wall and I had to make the stressful situation better . I started by making a conscious decision to avoid anything which caused stress without being beneficial to me . I limited my communications with my mum and anyone who was causing me too much stress but I still did sports which was stressful but helped calm me after I had finished.

Once I began to implement this simple new philosophy, I felt a heavy weight lift off my shoulders and felt mentally lighter despite the bleak situation I was facing. (This reminds me of the human coping mechanism from the Book “Man’s search for meaning”, by a Nazi survivor, Viktor Frankl). There was nothing else to do during the day, so I decided to spend my time online and visiting a lot of business sales and gradually made another attempt at tech (Cisco) resales. After looking at this market, 10-12 hours per day for 3 months I began to notice that some items sold lower some days than they normally did and then I saw an arbitrage gap in the market to buy low and sell high. For another 5 months I would go on to make 40£ per month which was to me a sign I was in the right direction but I still could not see the crazy amounts of cash my friend Don was making in America . By this time the job market had picked up and the recession was slowly finishing. Some of my friends had just got jobs again and they were laughing at me for buying IT products and making 40£ profit per month. I also applied for jobs to get out of this situation and was waiting for reply from the companies. Disillusioned by 9 months of hard work for almost nothing, I decided to go for a walk in the evening to clear my mind. Then I saw a small church after about 10 minutes and decided spontaneously to go in and say a small prayer (I’m spiritual but not religious). Two minutes after, I was out ,continued my walk and thought nothing of the situation. After getting back home and opened my emails, to my shock, a seller I had been in contact a week earlier was willing to sell a few tech products to me and I knew a buyer who was going to pay handsomely for them, so could instantly see I ‘d make 2000£ in profit. I refreshed the page a few times to make sure it was not a mistake. I linked buyer and seller together and bingo transaction completed (drop shipping 101). I jumped on my bed and felt like I had just won the lottery. After calming down from excitement it was bedtime. In the next morning I was woken up by a call and it was a job offer from a previous interview. It was strange that “everything” seemed to be happening at the same time (where was this job when I desperately needed one?, I thought.) and reflected silently about what had changed in my regular routine and all I could think of was the small church visit. The job suggested I had 1 week to think about the offer. I made a bet with myself to proof my 2000£ gain was no mistake and if I could not do something similar within 7 days I’d take the job. Within 7 days I had made an extra 800£ which wasn’t my target but I had proven to myself I could make enough to live ok. When I called the job to tell them of my decision to follow my dream, they were surprised and wished me well. Visions of finally accomplishing the things I set out to do and live like my friends in America began to fill my mind. Filled with excitement made me restless and unable to sleep. From the darkness of the 2008 economic recession and 12 months of pain, the tech reseller in me was finally born.

BOOK:

“Awaken the Giant within you”, by Anthony Robbins it describes his journey from being a janitor, his self talk and learning NLP and modeling his employer at personal development conferences to becoming the worlds leading coach in his field.



HOMEWORK :

Write down:

- A time in your life you almost “killed” yourself for someone you love, family or otherwise. In hindsight was it a great decision for you or not?**
- The things/situations/people that make you stressed out or worry and systematically try to reduce or eliminate them from your life every day .**
- A situation when you turned a hopeless situation into something great .**

CHAPTER 3

THE ROLLER COASTER JOURNEY TO MAKING 200,000\$ IN 1 MONTH FOR THE FIRST TIME



THE ROLLER COASTER JOURNEY TO MAKING 200,000\$ IN 1 MONTH FOR THE FIRST TIME

In the early years of being a tech reseller expert, the goal was to hit 1000£ a week. Once I did, I would be closed for a few days and took time off, then back a few days later or the next week. In retrospect, these were the happiest times of my life. I wasn't making a lot but I had the freedom to do what I wanted and I didn't work as hard as I used to. I traveled (60% for work) a lot, saw a lot of countries, learnt new cultures and felt really grateful to life. Like most people who have freedom and some of cash, I saved some and also spent on a few things I never thought I needed before. One of these was a massive wardrobe for my room. I bought the unit and when it was delivered, it took me 1 week to assemble it and after that I still did a poor job. I was so frustrated, I threw it away and got another one. This time around, I asked the delivery company how long it would take for them to assemble it for me and they responded 1 hour for 30£. We struck an oral agreement and while he was doing the job, I went onto my laptop and made a 130£ profit trading Cisco products. I gladly gave him the 30£ and kept the 100£ and was happy with the job he did. Then I had an idea, what if I could apply the same to my tech reselling to make more cash?, I went out for a date and told a girl this story and she said she can't date a guy who can't fit a simple wardrobe. I asked her if she makes her cloths and she said no but the point is you have to be all rounded. We went on and on and needless to say that was the end of the date as we both knew we were not right for each other.

My outsourcing journey began by first getting help in accounting and that gave me an extra 4 to a week to focus on the other activities. Then I hired packaging and my revenue increased. Then I started hiring for sourcing and engineering in the company. All these took a few years and each hire seemed to increase the revenue. Of course the more people came on board the more management I had to do. By this time, I had hundreds of thousands worth of inventory. Sometimes I'll walk into the warehouse and be surprised to see a product I thought we had sold weeks before or not see what I thought I had. This affected my ability to reliably serve my clients as I wasn't on top of my inventory list. At this point the business was doing about 100k per month. I also began to realize that the biggest clients were extremely organized and needed to have detailed information of every single transaction (quantity, name, specification, serial numbers, test results, tracking information, invoicing). This system also helped us to identify any returns from clients in order to process refunds successfully.

— THE ROLLER COASTER JOURNEY TO MAKING 200,000\$ IN 1 MONTH FOR THE FIRST TIME —

Once all these systems were in place, I steadily grew the earnings to double and one day I saw the bank statements I was so shocked by the journey I had had from making 40€ per month. I focused 90% my efforts on sales, marketing and closing. **Marketing** is the process of changing beliefs with intent for a sale: Online business has to provide credibility to potential buyers to convince them of peace of mind for the transaction (URL checks, 90 day warranty, money back guarantee, and work with members of other organisations such as UNEDA, ASCDINATD and other relevant groups in my industry).

Sales: Offer and overcoming objections to accomplish a goal. I used Google AdWords, e-mail marketing by building an extensive list of clients with daily and weekly contacts using an email system called Soap Opera Sequence which is simply keeping my list entertained 90% of the time and 10% business), daily phone calls when discussing larger transactions or sometimes I traveled to potential clients anywhere in the world.

Closing: By giving them reasons why they should go ahead with the transaction now. This usually was by understanding demand and supply of the units and how it affected value (price to the potential client).

Now I realize what I achieved will look like a joke compared to other achievements but to me, it gave me the belief that anything is possible and that I could achieve my dream of early retirement with a house in the beach and a more relaxed life focusing on what truly mattered to me like health, family, relationships, spirituality.

BOOK :

“Secrets of Closing the Sale” by Zig Ziglar explains from interesting concepts on some of the principles I used to scale up which includes identifying your client, contacting your client, handling objections, closing the sale, repeat business and keeping good records of transactions.

Youtube video : Dean Graziosi struggling to start ? Watch this. Explains the Underdog Advantage book on how to turn disadvantages into advantages and scaling.

HOMEWORK :

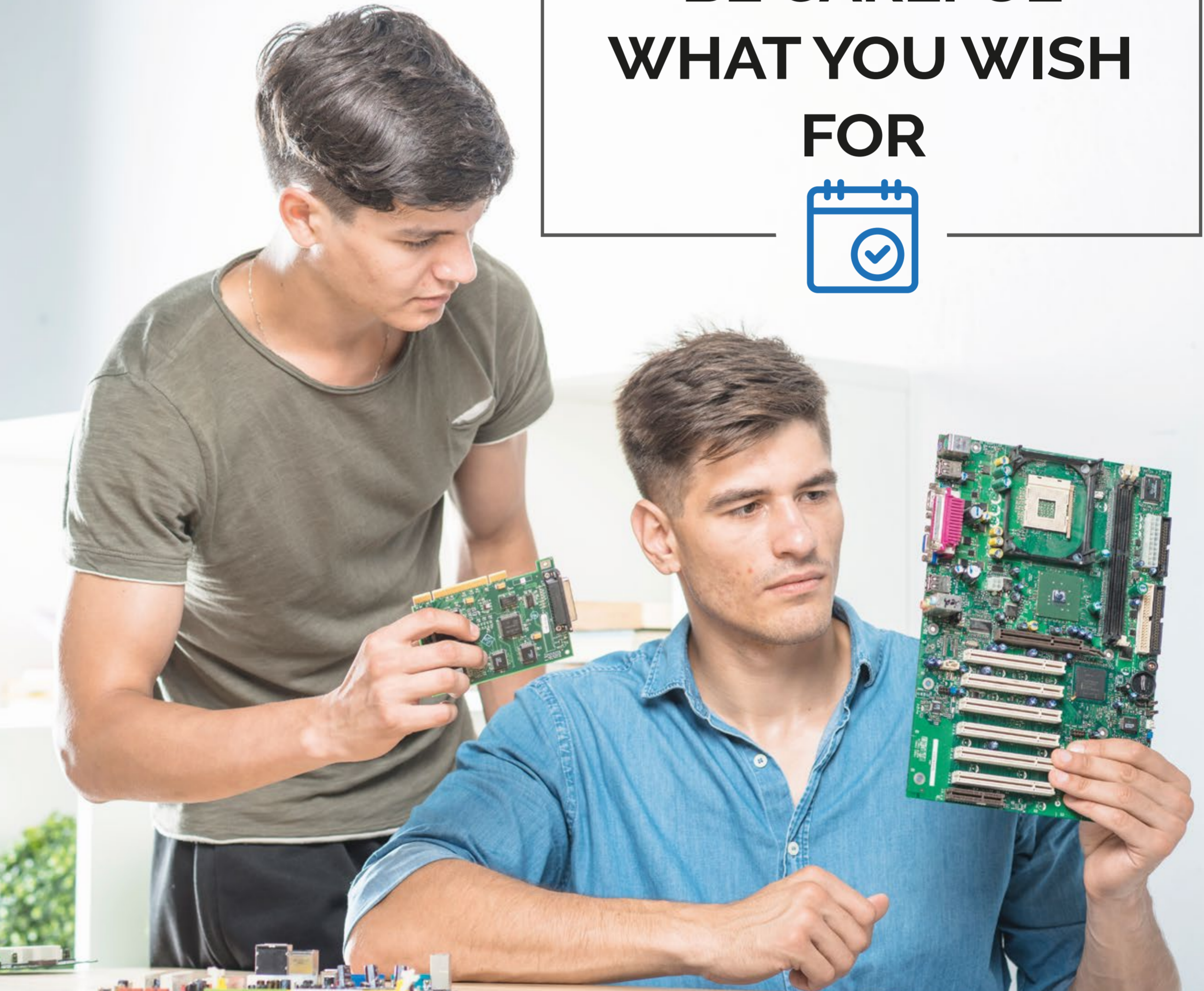
- *Do you believe in doing everything yourself or getting help on the things you can't do?*
- *What are your strengths and weaknesses and how can you make your weakness stronger and your strength better?*
- *Do you try to improve your specialist knowledge continuously or did learning stop when you finished school?*





CHAPTER 4

BE CAREFUL WHAT YOU WISH FOR



BE CAREFUL WHAT YOU WISH FOR

When I was a student I had dreams (bucket list) of all the things I'd do when money wasn't an issue and how that would make me happy. Girls, cars, house, jacuzzi, holidays, helping others, health just to name a few. As money slowly trickled in my business, I thought to myself, 'here is my chance to make my dreams come true'. In 2010 I decided to get a Jaguar XF luxury for 35,000£. I'm the first to agree that this is not a Porsche £110,000 or Ferrari £160,000 (and 90% of tech resellers in the UK with a similar size business like mine drive these cars, Bentleys, Porsches, Aston Martins but I've never been a big car fan). In 2010 in London, I could drive for 3 days and wouldn't see 1 of these and that is an achievement considering London is known for fancy automobiles. I remember driving and getting similar glances my mentor had in America and questions from complete strangers like (how many horse power does the car have? When I said I had no idea the next question was how can you drive a car without knowing that?). Another thing I got into trouble was the police stopping sometimes 2 times per week and searching for drugs or asking for my home address and how I could afford the car. A few instances when I was driving with my girlfriend we got stopped by the police and she was asked if I had kidnapped her against her will.

I'd walk into restaurants and girls would move their seats towards mine or bump into me in large hallways where it was obvious there is no way possible we could have touched each other. I felt flattered and dated one or two of them. When I compared the experience to girls I dated before starting a business or others who didn't know I had a business I realized the girls before were better experience than the girls after success in general.

They say when you win the lottery, family members you never knew you had appear. The same was true for me but what I didn't expect was that the family and friends I already had, when I helped them, they always came back for more or complained it wasn't enough considering how much I was earning. Then I always asked so because you spent maybe 30£ 4 years ago that justifies you trying to get 10,000£?. From all the good I thought I was doing, I got maybe 80% of negative experiences in return.

If I had to write a 300 page book or do a movie on my before and after experiences, I would say, my comfort level increased but my happiness, relationships, other important aspects suffered mostly due to my personality of trying to feel for others. I once remember one of my friends recommending another friend for a job with me and I agreed. Two days into the job she complained about having no money and needed an advance on the wages to sort some personal issues. Being the good friend of a friend, I agreed and she never came to work again. Then I bumped into her and a friend when I was out and she had a completely different story. I was shocked but told her, based on the amount of dishonesty and wickedness I had experienced with her, I'd be extremely surprised if she didn't end up in prison. Three weeks later her friend emailed me her mug shot after her arrest in Sweden for trafficking drugs.

The point I got from my experiences and from watching others is that “success” attracts all sorts of characters to you and if you are not prepared for the new life it might drown you. All these beautiful and bad experiences made me begin to withdraw more into my spiritual side and to rethink my life choices.

BOOK: *Just look at life in general, Celebrity culture for example with the unusual adoration from fans , their drug abuse or depressions and rehab journeys for 80% of them. The Comedian kevin Hart once said : “The most dangerous drug is success”.*

Youtube: *My Wife left me (how success destroys relationships) from Techlead.*

<https://www.youtube.com/watch?v=fssFXINk6vw&t=27s>

HOMEWORK :

-Do you think you will be happier if you achieve something or is happiness a state of mind?

- Do you think you could have handled everything better than I did?

-Your life will not be the same when you achieve a higher level of success , what are you doing now to prepare for the changes that might knock you down?





CHAPTER 5

2020 CORONA VIRUS GLOBAL PANDEMIC REMINDS ME OF 2008 RECESSION (FULL CIRCLE)



2020 CORONA VIRUS GLOBAL PANDEMIC REMINDS ME OF 2008 RECESSION (FULL CIRCLE)

The global lock down of corona virus has given millions of people a lot of time to reflect on what life really is. I have also taken the time to reflect on my career as tech reseller career and how I want to live my life moving forward.

In 2008 when I entered Cisco reselling business, the Leader was Curvature llc with annual revenues of almost \$100m, fast forward to 2017 their annual revenues was 250\$m and they got bought out by another company and focus more on services rather than hardware. They achieved all this within 35 years. So I took a proportional analysis between this company and mine (Network Guarantee LTD, I did not do 10\$ of 250m\$ in 10 years. I put this gap down to my approach, strategies and personality. Also I look at another company I admire www.procurri.com , which started at the same time like I did, they have acquired at least 1 other Cisco company in every continent and they are listed in the Singapore stock exchange with shareholders such as Barclays plc. My vision is to find a way to play to my strengths, move to acquisitions and focus on management while the day to day is handled by other people .

Also during the past few years, I've had many people ask me about teaching them what I do but 90% of them were just interested and not committed. There is a massive difference between interest and commitment and that is the difference between success and failure in any journey especially business. Looking back at my journey, I only became committed when I lost my job and had no other way out due to the 2008 sub prime recession. I feel like I have come full cycle and this is the ideal time to start sharing these secrets because most people will be at home and it will take at least 9 months for the economy to get back to normal meaning any students will have enough time to be committed to get the business up to a level where they can see it as new way of life. Some people might be thinking why do I want to give my secrets out and get more competition? My answer is that, based on my own goals, the more people come in the better it will be for me going forward as they will help my organic growth while I focus on strategy. My mentor Don learnt from his friend Mobi in a week and they hang out almost every day for the past 20 years. He gave me the secrets within 1 hour but it took me 7 years to implement it for all the reasons mentioned in this e book. Almost everybody 98% who owns a network reseller business is a former employee of another network company. Curvature llc has produced 60% of the other resellers in the entire industry.

The course will be called: "Boys2leaders". I believe 80% of any business is intangible (relationships, family, friends, stress to brain, spiritual, etc.) and 20% is mechanics (strategies, sales, purchasing, accounting, law, management) . Also the goal of the course is 3 reasons (get a profitable business as fast as possible, know how to live life when you get to your goal, becoming a better person by avoiding my mistakes).

BOOK : *The One Thing by Gary Keller is a great book that dispels the myth of multi tasking and showing that focus on one thing is the key to big results.*

HOMEWORK :

- *How has the global lock down affected your thinking and perception of life ?*
- *What do you think has been stopping you from achieving your goals ?*



BOYES2LEADERS :

E-mail for a spot on free 4 week training:

Spot only available for up to 10 people . The reason for the cause is for a win-win situation for both of us . For you , you get free training and proof that this works with no payment . For me , a video reference with your views before and after the course.

TECH RESELLER: EXPERT SECRETS

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DISCLAIMER:

The experiences and ideas here are my personal experiences. Some friends have tried them and it worked with similar results. Before you try any of them please consult the relevant authority. This material is for information and entertainment purposes and the reader is 100% responsible if they decide to take any ideas here and implement.

