

Transcript - Jen Barkan's Zoom Meeting

Jen Barkan: Okay, sorry about that.

Lacy Warburton: Okay? Is this better?

Jen Barkan: Yeah. Yes.

Lacy Warburton: Okay.

Jen Barkan: I can hear you very clearly.

Lacy Warburton: Yay!

Jen Barkan: Okay, woo.

Jen Barkan: Alright. No, I know it's fine. It's fine. It's totally fine.

Lacy Warburton: It's all right. It's okay.

Jen Barkan: Okay. Record, are you ready?

Lacy Warburton: Yes.

Jen Barkan: Okay.

Jen Barkan: Let me get rid of that.

Jen Barkan: Let me get rid of that. Let me get rid of that.

Jen Barkan: Let me get rid of that.

Lacy Warburton: I feel like zoom gives me better lighting, too, like I like this.

Jen Barkan: Same.

Lacy Warburton: Like this is better.

Jen Barkan: Hey? Better lighting.

Lacy Warburton: Okay, Riverside. Go away.

Jen Barkan: Riverside, not feeling it.

Lacy Warburton: No.

Jen Barkan: Alright, record.

Jen Barkan: Record record to the computer.

Jen Barkan: Oh, man, don't you just love technology?

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Lacy Warburton: Love it. This is fun.

Jen Barkan: I mean. Listen, there's this.

Jen Barkan: This running joke at? Do you convert that.

Jen Barkan: Mike Lyon is the sound police.

Jen Barkan: Really everything that we do, Lacey.

Jen Barkan: Whether we're yeah, whether we're on.

Jen Barkan: Podcast, whether we're on.

Jen Barkan: A training call, whether we're on a huddle.

Jen Barkan: Like a team. Internal team, huddle.

Jen Barkan: Or.

Jen Barkan: Speaking in front of a group of people, whatever it is.

Jen Barkan: Mike is the sound police, and I think I have like Ptsd, because I'm like.

Jen Barkan: Oh, my God! Like Mike's, gonna think! Think the sound is bad, and so.

Jen Barkan: That's why I'm like, Okay, we gotta test your sound.

Lacy Warburton: Yeah.

Jen Barkan: Right. So I don't get the Jen. Your podcast sounded like garbage.

Lacy Warburton: Well, Mike, maybe it's not the sound. It's the technology.

Jen Barkan: I don't know, you know. Listen. Uh, I think everything. I think everybody sounds great.

Lacy Warburton: Okay.

Jen Barkan: Maybe I'm the problem.

Lacy Warburton: Yeah, I don't. I have. No, there's no problem. It's me. And you.

Jen Barkan: Yeah, yeah, me and you against the world.

Lacy Warburton: Against the world right now. Bye.

Jen Barkan: Um. Let's have some fun.

Jen Barkan: What did you do? What did you do for father's day?

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Lacy Warburton: Um. Well, it was kind of like a 2 part scenario. So my parents are actually moving to Colorado in the next week. So Saturday was filled with celebrating father's day for my dad by moving his furniture. So that was exhausting. But yes, we shared laughs. We passed out on the floor. It was a good time, and then Sunday.

Jen Barkan: Anything.

Jen Barkan: Oh, fun!

Lacy Warburton: My husband. He honestly he didn't want to do anything, and that was the one wish that I granted him. Was I was not going to ask him to do anything that day.

Jen Barkan: Yeah.

Lacy Warburton: So he got his steak dinner. He got his strawberry cupcakes.

Lacy Warburton: And we called it a night like. It was a very easy day, and I think that was something we both really wanted to be honest.

Jen Barkan: Yeah. Yeah. My husband was trying to like.

Jen Barkan: Rally for like a week long father's Day celebration. I was like um 1st of all.

Lacy Warburton: No.

Jen Barkan: Like on Friday afternoon. He was literally like.

Jen Barkan: Hey? It's father's day, and I was like, no, it's not.

Jen Barkan: And you're not my father.

Lacy Warburton: Wait, so.

Lacy Warburton: Does he give this much to mother's day? Do you get a mother's day week.

Jen Barkan: And.

Jen Barkan: Of course not.

Lacy Warburton: Okay, so then no.

Jen Barkan: No, no, he does pretty good, though, like he'll he'll definitely like, you know.

Jen Barkan: He, he'll be like every day is mother's day, you know. I gotta take care, you know we all

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take care of Mom. However, he was trying to rally on Friday afternoon, and I was like Bro.

Lacy Warburton: Um.

Jen Barkan: I was like. It's Friday.

Jen Barkan: The father's day is Sunday like don't even try it. And then Monday morning he was like, Are we still continuing with the father's day week, and I was like.

Jen Barkan: Our kids aren't even here like they don't live here. It's just me.

Jen Barkan: So you're good.

Lacy Warburton: Yeah, you're done.

Jen Barkan: You're good. Oh, man, gotta love it!

Lacy Warburton: You're done, you're taken care of. It's fine.

Jen Barkan: All right, Lacey, let's do this thing. Let's have some fun.

Lacy Warburton: Let's go.

Jen Barkan: Welcome to episode 40.

Jen Barkan: 40! O, my gosh! 40 and fabulous.

Lacy Warburton: Whoop! Whoop!

Jen Barkan: Today we are joined by the one and only fabulous Lacey Warburton.

Jen Barkan: She is the online sales manager. What is your official title?

Lacy Warburton: Online sales manager. And if if you want to do a little like acronym, it's awesome.

Jen Barkan: Online sales, manager.

Lacy Warburton: Like. That's how it's like, I'm off. Yeah. Osm, awesome.

Jen Barkan: Oh, awesome like OSM.

Lacy Warburton: Mhm yeah.

Jen Barkan: Okay, I like that. Okay.

Jen Barkan: Online sales manager for stylecraft builders. Um, I've known Lacey since I don't know 2018. I think.

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Jen Barkan: When she joined the team. Was it 2018.

Jen Barkan: When did you join the team.

Lacy Warburton: Oh, my God! Well, so I've been with stylecraft for almost 10.

Jen Barkan: Right.

Lacy Warburton: I was an assistant for 2 years, so I think we're pushing 8 years, Jen.

Jen Barkan: But I didn't meet you till.

Jen Barkan: Either late 2017.

Lacy Warburton: No, you did, my, no, you did my onboarding.

Jen Barkan: Oh, man, man, we've known each other a long time. Uh-oh, okay.

Lacy Warburton: Yeah.

Lacy Warburton: Yes.

Jen Barkan: Getting old. Um. Lacey currently manages a team of 2 online sales specialists, and she was an award winning.

Jen Barkan: Online sales specialist when she was in the seat.

Lacy Warburton: Yes.

Jen Barkan: And Lacey. I don't know if you remember this, but you were actually.

Jen Barkan: You and Tanner were actually the 1st guest of online people talking. When we used to do this.

Lacy Warburton: No, we did. Yes, the very 1st 2 people I remember you came to me and you asked, Hey, what do you think about like online people talking.

Jen Barkan: On, Facebook, live.

Lacy Warburton: You know. And then we were like, Yeah, it sounds great. And you're like perfect. You're gonna be the 1st people. And we were like.

Lacy Warburton: Yay!

Jen Barkan: They're like, what? But you know, what's really funny.

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Jen Barkan: Now that I'm thinking about it, do you remember what we did? We did like almost like the newlywed game.

Lacy Warburton: Hmm.

Jen Barkan: But for, like a team of 2 like, Okay, go back and watch.

Lacy Warburton: Yes.

Jen Barkan: Go go back and cause it was like, Okay, you and Tanner.

Jen Barkan: And and you'll you'll get into talking about your industry story. But.

Jen Barkan: Before we kind of get into it. You and Tanner were like, you know.

Jen Barkan: Shake and bake dynamic duo. Right? 2 online. This is before you were manager. You were in the seat.

Lacy Warburton: Mhm.

Lacy Warburton: Yeah.

Jen Barkan: Y'all are like, you know, the the dynamic duo and.

Jen Barkan: You were you? You were like the yin and yang to each other that I thought it would be funny.

Lacy Warburton: Yeah.

Jen Barkan: If we did like.

Jen Barkan: A a game.

Jen Barkan: And and I have to go back and watch this episode because it was almost like the newly leg game like what do you think and like. See if your partner was gonna get the right answer.

Lacy Warburton: Yes, I remember that.

Jen Barkan: Do you remember that.

Lacy Warburton: Yeah, I think. Oh, my gosh! You asked me what were the names of Tanner's children.

Lacy Warburton: And I think I got like 2 out of 4. It was bad. I felt so bad.

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Jen Barkan: Oh, my gosh! That is so funny, man! We're going back into the archives.

Lacy Warburton: Yes, pull them out!

Jen Barkan: Well, I'm I'm so excited to talk to you about all things that you've been up to and get caught up.

Jen Barkan: Um. But 1st we have some business.

Jen Barkan: To take care of um.

Lacy Warburton: Taking care of business.

Jen Barkan: We're taking your Tcb.

Jen Barkan: Um. We got to talk about our Tito.

Jen Barkan: Shout out this week. So Tito, top industry talented.

Lacy Warburton: Oh!

Jen Barkan: Osc. Artito award. This episode goes to Chelsea Banks.

Jen Barkan: Lace is giving you a drum roll, but.

Lacy Warburton: Yeah.

Lacy Warburton: I can't do that, but I'm doing it.

Jen Barkan: Chelsea Bank.

Jen Barkan: Chelsea banks with um beacon homes out of Oklahoma.

Jen Barkan: Um. And she gets this award because, you know, we've been talking a lot about like, Okay, step out of your comfort zone like.

Jen Barkan: What other things can you be doing like if if you're experiencing some more bandwidth in a slower market.

Jen Barkan: Get out there, do some other things. She went to marketing, collaborated with them. Did this really cool, like remarketing video.

Lacy Warburton: Mhm.

Jen Barkan: That is really awesome.

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Jen Barkan: And um, put it out there. And so it's, it's a great video. I should actually.

Jen Barkan: Pull it up and share it with you guys, it's really good.

Jen Barkan: And so shout out to Chelsea.

Jen Barkan: Great job. Love to see it. You get props from Lacey.

Lacy Warburton: Go Chelsea. Yay.

Jen Barkan: Um, and Lacey's no joke right. She's pretty. She's she'll get tell you the business. So she says you did a good job. Chelsea.

Jen Barkan: Um. The other thing is, we have our.

Jen Barkan: Online sales and marketing summit. Coming up in October.

Lacy Warburton: Mhm.

Jen Barkan: And you know, listen, if you've never been before. This is the biggest.

Jen Barkan: Party for online sales specialists ever.

Jen Barkan: No other, no other.

Lacy Warburton: It is giant. It's like a giant party. It's fantastic.

Jen Barkan: Right. I mean, you've been a couple of times right, Lacey.

Lacy Warburton: Yes. Mhm.

Lacy Warburton: Yes.

Jen Barkan: So what would you tell if there's an Osc. Listening.

Jen Barkan: What would you tell them? Why should they come?

Jen Barkan: How would they go to their manager and and ask.

Jen Barkan: To come like. What should they do?

Lacy Warburton: Um. So I definitely suggest going.

Lacy Warburton: Just because you are surrounded by nothing but peers.

Lacy Warburton: And it is a great opportunity to be able to share what you are doing. Get insight from what others are doing.

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Lacy Warburton: It's literally just a spark.

Lacy Warburton: Of energy that you need, because sometimes by the end of the year we're getting ready for the slowdown. And that's the time where you have to really start thinking about, what more can I do? And to stay in the grind? And this is just it, that right? There is what you need to take to your manager is, I need some uplifting motivation. I need some new ideas absolutely.

Jen Barkan: Yeah.

Jen Barkan: Mhm.

Jen Barkan: I need some sparks. I need some.

Jen Barkan: I need some motivation. You're right. It gets kind of stagnant out there.

Lacy Warburton: Yes, yes.

Lacy Warburton: It does, it does. And I think even from like going to your manager about it. It's the investment.

Lacy Warburton: You have to put in the investment you're investing in yourself, in your position. You're investing in the company you're investing in the team. I think as long as you can really, just.

Jen Barkan: Mhm yeah.

Lacy Warburton: Be.

Lacy Warburton: Just give it all you got. Put the emotion behind it. Basically.

Jen Barkan: Hey!

Jen Barkan: Listen and um. You know we've we've talked about this before like.

Jen Barkan: I mean, again, there's not a lot of opportunities for training out there specifically for online sales, right? Like, there's a ton of sales training out there. That, of course. Yeah, you could go to, and you could take a few nuggets from.

Lacy Warburton: Right, right.

Jen Barkan: But this is like a track just for online sales. And we're gonna be. We've got some great speakers.

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Lacy Warburton: Yeah.

Lacy Warburton: Oh, I saw a couple of them.

Jen Barkan: Lined up. We got some great speakers, I mean. Come on.

Jen Barkan: In addition to our team, of course, but.

Lacy Warburton: Yeah.

Jen Barkan: Um other than us. We've got some. And and, Lacey, you actually spoke last year on a panel that I had in the leadership session.

Lacy Warburton: Yeah.

Lacy Warburton: I did. And do you know how nervous I was?

Jen Barkan: Uh I I do. I remember like trying to like dance, to get you to laugh like before we were.

Lacy Warburton: Oh, my! Gosh!

Lacy Warburton: I.

Jen Barkan: We we were. We were walking. We were walking to the.

Jen Barkan: The room where Lacey was gonna speak and.

Jen Barkan: She was so nervous, and I just started being super goofy. And I was like.

Jen Barkan: It's not that serious, just like it's no big deal.

Lacy Warburton: Yeah, it's not serious. Be goofy guys be goofy. It's okay.

Jen Barkan: Hey? That's a great segue cause, you know, that's kind of part of what we want to talk about today, and and why I wanted to.

Jen Barkan: Have Lacey on, what are online people talking about today? We're gonna be.

Jen Barkan: Talking about continual learning.

Lacy Warburton: Mhm.

Jen Barkan: Like freaking, grinding.

Jen Barkan: Pudding. You're talking about pudding.

Lacy Warburton: Oh, my God!

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Jen Barkan: We're gonna talk, maybe a little. Maybe we're gonna breakfast sandwiches.

Lacy Warburton: Absolutely. Let's go.

Jen Barkan: Biscuits um, maybe a little bit of something called imposter syndrome.

Lacy Warburton: Mhm.

Jen Barkan: Um, and and how to just give that the boot.

Jen Barkan: Um. But let's get to know you a little bit, for you know, for those of you that don't know you, Lacey, what's your what's your industry story?

Lacy Warburton: My industry story. Um, okay, so before, stylecraft.

Lacy Warburton: Um. I was actually a manager at the local town subway managing sandwich artists.

Jen Barkan: Heck. Yeah, what was your favorite sandwich at Subway.

Lacy Warburton: And.

Jen Barkan: Is the tuna real.

Lacy Warburton: Why are you not.

Lacy Warburton: Yes, it's real. My goodness! Um, it has got a lot more mayonnaise than you think you'd want to put in it. Um! Favorite sandwich would probably just have to be a good old turkey with all the vegetables.

Jen Barkan: Okay, so alright.

Lacy Warburton: Um. But yeah, so I was working there. I'd been a manager for 3 years kind of like in that place, like mentally of like. Is this what I want to keep doing? And lo and behold, Miss Jesse Kelly, who's now our coo came in, ordered her usual sandwich, slipped her car and was like, Hey, if you're ever looking for like a different opportunity, you know, give me a call.

Jen Barkan: Okay.

Lacy Warburton: Took took a day, and I called her so um! And then I immediately became a sales assistant at one of our communities.

Lacy Warburton: Was an assistant for 2 years, and then even then, I was like, I gotta do more.

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There needs to be. I need a little bit more. So when I went to Jesse at the time, um.

Lacy Warburton: You know, I told her like, Hey, I just I need a little bit more more opportunity. And they were expanding the Oss program at the time, so I took that on. I was in oss for.

Lacy Warburton: Oh, my goodness, what 6 years! And then the opportunity to become the online sales manager came available. And here we are, I think March.

Lacy Warburton: March of next year will be 3 years, so I'm like 2 and a half, and.

Jen Barkan: Dang!

Lacy Warburton: Position, yeah.

Jen Barkan: Okay. What was Jesse Kelly's favorite sandwich that she would order at subway.

Lacy Warburton: Oh, my God! She's gonna kill me! It was a 6 inch steak and cheese.

Lacy Warburton: With pepper, jack cheese, no vegetables.

Lacy Warburton: An extra Southwest dressing, and I still remember that to this day.

Jen Barkan: Meat and cheese, meat and cheese, meat and cheese.

Lacy Warburton: Meat and cheese. Sorry, Jesse, I just totally threw you out there.

Jen Barkan: Sorry, Jesse, we love you.

Jen Barkan: Um, I love that story. You're like, you're like the diamond in the rough, right. And and I and I just.

Jen Barkan: Well, seriously, because it's been really cool to.

Jen Barkan: Just see how you've.

Jen Barkan: Just continued to grow.

Jen Barkan: And shine and try new things, and you know.

Lacy Warburton: Um.

Jen Barkan: A lot of times we get questions about this, like from online sales, specialists like, what's next.

Jen Barkan: What's next for me like? What could I do? And.

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Jen Barkan: You know, really just looking for those opportunities and putting yourself out there, I think, is so awesome.

Jen Barkan: And I've been paying attention to what you've been putting out there on LinkedIn.

Jen Barkan: And and I'm like, Okay, Lacey, I was like.

Jen Barkan: One thing I like reposted right away, because I think it was about listening and how online sales needs to listen and and.

Jen Barkan: You know, I was like, Okay, yes.

Jen Barkan: Um, but.

Lacy Warburton: Oh, yeah. Yeah.

Jen Barkan: You know what I'm talking about. Okay? So.

Lacy Warburton: Yeah.

Jen Barkan: Definitely go follow Lacey on LinkedIn. She's she's, you know, being an influencer right now. So.

Jen Barkan: What moved you to like? I'm just gonna go start posting on LinkedIn and and putting my thoughts to.

Lacy Warburton: Yeah.

Jen Barkan: Words on on paper.

Lacy Warburton: Um. So it's honestly it's been something that I'd I'd struggled with for a pretty long time. Um, you know, wanting to wanting to post, wanting to just.

Lacy Warburton: Kind of represent the community. But there was always like this little.

Lacy Warburton: Person in the back of my mind that would always tell me like, well.

Lacy Warburton: You wouldn't want to. Don't do that, because what if people might think this.

Jen Barkan: Hmm.

Lacy Warburton: Maybe they might think that. Oh, she doesn't know what she's talking about. She's not an expert, and so it just kind of created like the stigma in the back of my mind, like I don't need

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to post anything, because nobody's going to want to see that.

Lacy Warburton: Um. So it actually came down to um.

Lacy Warburton: Basically my amazing team. And of course, I have great leadership coaches like you, and just kind of like seeing their drive and their own motivation made me realize that I'm holding myself back in my career because of what.

Lacy Warburton: People might think of me. Yeah, I know that's kind of a thinker, isn't it?

Jen Barkan: Oh, mm.

Jen Barkan: Well, man, we're getting. We're getting deep. We're getting deep on OP today because.

Lacy Warburton: I know, I know.

Lacy Warburton: Yeah, so it was. It was just always this fear of being judged or just overlooked, like, I don't need to read that she's nothing.

Jen Barkan: Yeah.

Jen Barkan: Yeah.

Lacy Warburton: Um. And of course I'm not an expert by any means like I am still growing. I like many others in this business, but LinkedIn kind of gave me.

Jen Barkan: Mhm.

Lacy Warburton: That branch to kind of like, overcome my fear, to share my thoughts and my knowledge and my story. Um!

Lacy Warburton: And not, and just be able to overcome the what might people? What people might think? Sorry I can't talk.

Jen Barkan: Well, I just I just want to say one. Thank you for being vulnerable and sharing that. You know you recently wrote on LinkedIn about imposter syndrome.

Lacy Warburton: Thank you.

Lacy Warburton: Yeah.

Jen Barkan: You know, I think what you're describing is something that people feel even like. I felt

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like that, too, before, in different scenarios like.

Jen Barkan: What am I even talking about like? What does this even make sense like.

Jen Barkan: Do I even believe what I'm saying like you.

Jen Barkan: You know, there's certain times where.

Jen Barkan: You can feel like that. And and I love how you in your post, you actually named.

Lacy Warburton: Yes.

Jen Barkan: You named your imposter.

Lacy Warburton: Right. I did. I did.

Jen Barkan: What did you so tell everybody what you what you did.

Lacy Warburton: Okay. So I needed to basically be able to make my imposter syndrome a person or just something that.

Lacy Warburton: Is real enough to where I can acknowledge it or her. I can acknowledge her, and I can get her out of the way. So I named my imposter syndrome, Felicia, which you know I know it sounds a little crazy because you're just like Oh, bye, Felicia, that's not new, but it does.

Jen Barkan: Bye.

Lacy Warburton: It's humorous. It's funny to me, because as soon as I get that thought I'm like, bye, Felicia, let's keep going, you know. It gives me that humor that I need to really like, overcome. Some of these things.

Jen Barkan: Yeah.

Lacy Warburton: Because, as you can tell, they like to laugh a lot. So I put a name with my imposter syndrome, because.

Jen Barkan: Oh, yeah.

Lacy Warburton: Again, even though we are putting in the work. And we know that we're doing the work. Sometimes it's really hard to.

Lacy Warburton: Be appreciative of my work and where I am and what I'm doing. And even when

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people are saying you're doing a great job. Thank you so much. I can't believe your growth, Jen. Sometimes it's still hard for us to.

Jen Barkan: Right, yeah.

Lacy Warburton: To believe that because we're not believing in ourselves because Miss Felicia's back here going well, you could have done it better.

Lacy Warburton: Oh, no, no, no, no, no, no! You shouldn't have done it that way. If you did it this way, it would have been better. So you can't ever really take anybody's praise and acknowledgement seriously. So yeah, I put a name on her.

Jen Barkan: I love it, I love it so much.

Lacy Warburton: Thank you. Yes. So anytime, if I have a response where I'm like, bye, Felicia.

Jen Barkan: Um. You said.

Lacy Warburton: Which actually happened. When you asked me to do this, I was like, absolutely bye, Felicia, let's do it.

Jen Barkan: Oh, my God! I love that so much.

Jen Barkan: I love that you do. You do get nervous, right? You, you know. Whenever, yeah, like, okay, hey, can you speak on this panel? Hey come on the podcast.

Lacy Warburton: Hey!

Lacy Warburton: I do?

Jen Barkan: And initially, it's like, Oh, no, like I don't know. Am I gonna sound stupid? Am I gonna know what to say? What are people gonna think.

Lacy Warburton: Yes.

Jen Barkan: And you're just like, bye, Felicia, I love what you said in your post.

Jen Barkan: Um. You said I gave my imposter a name, Felicia. Yep, as in by Felicia, if it's perfect.

Jen Barkan: By giving that voice of doubt a name, I made her real enough to call out and push aside.

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Jen Barkan: Real enough to recognize, but not real enough to define me. Ooh!

Lacy Warburton: Mhm.

Jen Barkan: So good.

Jen Barkan: So good. Well, you know another thing that you you talk about recently.

Lacy Warburton: Thank you.

Jen Barkan: And this one, this really kind of piggybacks on.

Jen Barkan: You know our last pod.

Jen Barkan: We talked about, you know.

Jen Barkan: When your salespeople come to you and are like.

Jen Barkan: Okay, you know, or or there's doubt in your appointments, or doubt in your numbers or doubt in.

Jen Barkan: Your program, or what you're doing, and.

Lacy Warburton: Mhm.

Jen Barkan: Just verifying that with data.

Lacy Warburton: Yes.

Jen Barkan: And you know you recently.

Jen Barkan: Talked about. The proof is in the pudding.

Jen Barkan: And for an Osc. It's in.

Jen Barkan: The data right? Because your numbers don't lie so.

Lacy Warburton: Good. Time. Yeah.

Jen Barkan: Talk to me a little bit about that, and how you and your team, you know, approach.

Jen Barkan: Your numbers, your data, your reporting, and how you're using that.

Lacy Warburton: Yeah, so.

Lacy Warburton: I try to track as much as I possibly can for what at least makes sense to us and what contributes to the company. And you know we have our weekly numbers. You know we track

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our leads, our appointments, our conversions.

Lacy Warburton: And you know there are some weeks where they're down. There's some weeks where they're higher. But ultimately we know at the end of the month is kind of like the full encompassment of.

Lacy Warburton: How successful that month was.

Lacy Warburton: Um, and I think we we can't necessarily look at it if like this month wasn't successful.

Lacy Warburton: And this month was successful, just based off of that conversion, because it all depends on the market where people are feeling um. But ultimately the data that I like to have.

Lacy Warburton: Also supports our sales teams, because, you know, I don't like to finger point.

Lacy Warburton: But in the case of finger pointing does happen. I like to show.

Lacy Warburton: That we have high conversion. So what I have started to do is on a weekly basis. I track every lead that's come in for what community I track every appointment made, confirmed or not, because the effort is there.

Lacy Warburton: And I can show it to them and say, Hey, I know that you you mentioned you guys are not getting great appointments, or you're not getting enough appointments. Well, our conversion's 80% for you. So we're giving you everything we got, you know. So it's.

Jen Barkan: Yeah.

Lacy Warburton: To be able to have that data.

Lacy Warburton: Can help drive sales in my position or in onsite to be able to look at other vessels? Or what else can we do to kind of drive those things.

Lacy Warburton: But ultimately it's.

Lacy Warburton: Having the team know what their numbers are, cause I know you have to be able.

Jen Barkan: Yeah.

Lacy Warburton: You have to be proud of what you do.

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Lacy Warburton: You have to be able to say, Oh, my gosh! I booked a hundred appointments last month. I had a 70% conversion rating, you know, like just to.

Jen Barkan: Yeah.

Lacy Warburton: Have that number and know that you did a great job just gives you that boost of confidence to what you can achieve anything. So what's the next step? Let's keep going.

Jen Barkan: Yeah.

Jen Barkan: Hmm.

Jen Barkan: Yeah, what's next? Oh, I love that about you and your team, too, because.

Lacy Warburton: So what's nice?

Jen Barkan: You know, I was talking to Audie, and she's always like, so like, focused on like the goal to do or like. Okay, like.

Lacy Warburton: I know.

Jen Barkan: Here's what I've got hit. Here's my number and Tanner, you know. He's always like not.

Jen Barkan: Like. Not satisfied with that like I could have done one more thing, or I could have got one more sale or.

Lacy Warburton: Yeah.

Jen Barkan: Why, I was one sale I left on the table.

Jen Barkan: Um. But in your post, you said, knowing your numbers isn't just about results. It's about valuing your effort, holding yourself accountable, staying motivated when no one's watching.

Lacy Warburton: Nobody is watching.

Jen Barkan: And that one right there gave me chills.

Jen Barkan: Staying, you know, staying motivate, motivated, when no one's watching.

Lacy Warburton: Oh!

Lacy Warburton: Yeah.

Jen Barkan: That's that is a.

Transcript - Jen Barkan's Zoom Meeting

Jen Barkan: A characteristic right that that online sales has to have like within you, like, you've got to be able to be self motivated, proactive, like driven results.

Lacy Warburton: Yes.

Lacy Warburton: Yes.

Jen Barkan: Driven and.

Lacy Warburton: Yeah.

Jen Barkan: You know. And I I think about this, and I think about.

Jen Barkan: You know, nothing happens in our organization, in our industry unless we have sales.

Lacy Warburton: Exactly. Yeah.

Jen Barkan: And so online sales has to be.

Jen Barkan: Like thinking about that, like, we have to be focused on like.

Lacy Warburton: Mhm.

Jen Barkan: Revenue, generating activities and like.

Jen Barkan: How do we get more sales? How do we get? How do we make these appointments better.

Lacy Warburton: Yes.

Jen Barkan: How are we invested in this? And this? Are we thinking like these people are going to go to sale.

Jen Barkan: Like, and and by being able, like you're saying, by able to show and track the data and.

Jen Barkan: Like, be.

Jen Barkan: Like, show your worth and your value, and that's.

Lacy Warburton: Yeah. Well, I think also the importance of you know, like staying motivated when nobody's watching is.

Jen Barkan: That's huge. Yeah.

Lacy Warburton: There's there's also been a time where I was in the seat, and I didn't see. You

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know my manager, for maybe once every 2 weeks.

Jen Barkan: Right.

Lacy Warburton: Or when it fit their schedule. And so you kind of have like this absence of well, I can take care of it later. She's not going to look at it yet, you know you can't have that mentality. So, even though somebody is not over you and watching you, you have to be responsible.

Jen Barkan: Right.

Jen Barkan: Yeah.

Lacy Warburton: For your actions all the time, because a missed call today could have been a sale next week.

Lacy Warburton: And so you have to be accountable for your actions, and make sure that you are constantly focused on.

Lacy Warburton: You know today, what do I need to do today to make tomorrow happen?

Jen Barkan: Yeah.

Lacy Warburton: And not have to have somebody over your shoulder telling you what to do. So it's all self motivation.

Jen Barkan: Yeah. Self-motivated.

Jen Barkan: Yeah, self motivation and.

Jen Barkan: You know you recently wrote, I'm not everything I want to be, but I'm better than I was, and still learning.

Lacy Warburton: Yeah.

Jen Barkan: You know, and and I love that because one we can always learn from somebody. We can learn something from somebody.

Jen Barkan: Every day. I was freaking on a call just a few minutes ago. I hate to admit this.

Lacy Warburton: Yes, absolutely.

Jen Barkan: Literally before this, okay.

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Jen Barkan: Before our session or before our podcast recording right.

Lacy Warburton: Mhm.

Jen Barkan: I was on this call.

Jen Barkan: It was a leadership call, and I'm on there, and Beth.

Jen Barkan: Russell, who, you know very well.

Lacy Warburton: Love, her.

Jen Barkan: Was like, I was like showing a builder's website. And she was like, Go to the developer view. And I was like, Oh, okay, well, how do I do that? She was like.

Jen Barkan: Oh, we'll just go up there and click this or whatever. And then she was like.

Jen Barkan: And go to the like mobile view of that or whatever. And and I was like thinking like I could just drag it small or whatever. Anyway, I like learned how to do something new. And I was so excited then I was like, let's go to all these different websites and look at how we could do this, or whatever.

Lacy Warburton: Yeah.

Jen Barkan: But we get sometimes we get so closed off of like, well.

Jen Barkan: I'm good or yeah, I know how to do that, or this is nothing new that I I mean, I've heard this before.

Lacy Warburton: Right.

Jen Barkan: Really like. Could you pick up some new nugget, or think about something in a different way? So.

Lacy Warburton: Yeah.

Jen Barkan: Talk a little bit about how.

Jen Barkan: You know why you wrote that, and like.

Jen Barkan: How you, how you teach that to your team.

Jen Barkan: Like your philosophy around that.

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Lacy Warburton: Mhm.

Lacy Warburton: So I so again another Linkedin post. You're following me like crazy. By the way, um.

Jen Barkan: Oh, yeah, I I like, I've been like.

Jen Barkan: Tracking you down. I'm like, Yeah, I'm I'm dialed in.

Lacy Warburton: Zoning in.

Lacy Warburton: Yeah. So that was so, you know that I'm still learning.

Lacy Warburton: Is something I actually came across like just scrolling one night. And you know it's probably one of those nights where you are scrolling.

Lacy Warburton: Like doom scrolling, and you're just kind of in a funk, and you come across something you're like. That's what I needed. So it is my screensaver. I'm not going to lie. If I could share my screen you would see it. Um! But.

Jen Barkan: Yeah.

Lacy Warburton: I have that mentality because you have to keep learning, or you are going to get stuck.

Lacy Warburton: And when you get stuck in just this.

Lacy Warburton: You know the daily Oss habits of picking up the phone, making a call, doing an email, a lot of the things that we do are repetitive. And so, if you're not learning.

Jen Barkan: Yeah.

Lacy Warburton: To do new things or to try something differently. You're gonna get stuck in a rut, and you're gonna start like repressing or having like these negative emotions of this isn't enough. I need more leads. I can't do this. I can't do that.

Lacy Warburton: And you just overwhelm yourself with negativity. And so, if you have the mindset of growth and learning, you force more positivity into your mindset, and then you can share it out. And this is something I share with my team all the time.

Transcript - Jen Barkan's Zoom Meeting

Lacy Warburton: Because we are constantly meeting once a week, creating emails, getting the things going.

Jen Barkan: Yeah.

Lacy Warburton: And each time that I say, Hey, let's try and do something new. We need to have that positive outlook because we need to try something new. We have to stay with the pace we have to keep up with the market, you know. If we were just keep doing the same old thing that we were doing.

Lacy Warburton: 5 6 7 10 years ago.

Lacy Warburton: We we would fail.

Jen Barkan: Yeah.

Lacy Warburton: We would be left in the dust. And so we have to keep evolving, and by doing that we have to learn.

Jen Barkan: Mhm.

Lacy Warburton: And sometimes the best way to learn something is to teach it.

Lacy Warburton: So there's been some things where I'm like. I need to learn how to do this.

Jen Barkan: You know that's so true.

Lacy Warburton: Let me teach other people how to do it. So that way I become more of an expert in this.

Lacy Warburton: And then that way I can help. So like 100, I help everybody with 100, because I've had to force myself to do it. Yeah.

Jen Barkan: So that you become an expert. Yeah.

Jen Barkan: So. Oh, my gosh! Chills, chills, chills.

Jen Barkan: Like seriously like.

Jen Barkan: Cause I've had sometimes.

Jen Barkan: Where? Um, you know, maybe an online sales social is like, oh, I already know this, or

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whatever like I.

Jen Barkan: And I'm like, Okay, do you.

Jen Barkan: Could you teach it to me.

Lacy Warburton: Mhm.

Jen Barkan: Or could you teach it to somebody else? We'll know. I'm like, Okay, then you don't know it.

Lacy Warburton: Yeah.

Lacy Warburton: Right.

Jen Barkan: Like in order to, you know, that's kind of like as you're as you're thinking about your career. And as you're advancing and.

Jen Barkan: Do you really want to come an expert, become an expert in this field?

Jen Barkan: I so agree with you like, if you can teach it to somebody else.

Lacy Warburton: Mhm.

Jen Barkan: Um. I was talking to my you know my daughter's in vet school.

Jen Barkan: And she.

Lacy Warburton: I'm proud of her. By the way, I love your updates on her.

Jen Barkan: So proud, can we? Just can we just give her a shout out for a second, so proud of her.

Lacy Warburton: Yes.

Jen Barkan: But she but she will say that to me all the time, like.

Jen Barkan: The way that I study now is, I explain it to somebody else.

Lacy Warburton: Mhm.

Jen Barkan: And then like, it helps me like, okay, I got it like, if I can explain it.

Jen Barkan: And so gosh! I just that's such good advice, Lacey, like I.

Jen Barkan: One. You're so right, like, the role of online sales is evolving. And if you're not learning.

Jen Barkan: The new AI tools, you know, if you're not.

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Jen Barkan: You know, following what other people are doing, asking questions like, how could I improve being coachable, being vulnerable?

Jen Barkan: Then, yeah, you're not going to evolve with the times.

Lacy Warburton: And I think being vulnerable is probably one of the hardest things, because when you think being vulnerable is.

Jen Barkan: Oh, it's so hard!

Lacy Warburton: It. It is because you don't. You don't want to.

Jen Barkan: Yeah, yeah.

Lacy Warburton: Cry. If you're me, I'm vulnerable. I'm gonna cry. I don't want to cry.

Jen Barkan: Yeah, I know you're you're yeah. You're.

Lacy Warburton: But it is hard.

Jen Barkan: You've listened. But but okay, we'll have a moment here for a second.

Lacy Warburton: Okay.

Jen Barkan: Cause. I know you. I can say this to you.

Lacy Warburton: Absolutely.

Jen Barkan: Yeah, like, starting out, you were definitely not.

Jen Barkan: Vulnerable like you were closed off like you. You have evolved as you've as you've evolved and become a leader.

Lacy Warburton: Mhm.

Jen Barkan: Like you've definitely like, become more of like a a.

Lacy Warburton: Mhm.

Jen Barkan: A daring leader is really what Berne Brown calls it.

Lacy Warburton: Yeah.

Jen Barkan: Your dairy leader.

Jen Barkan: Versus an armored leader.

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Jen Barkan: An armored leader is one that is closed off like, Oh, I know everything, or like I can't learn. You can learn from your team right like you learn from your team. They learn from you. That's a daring leader or being vulnerable and saying, you know what I'm not sure.

Jen Barkan: How to do this. But like, let's figure this out together.

Lacy Warburton: Yeah, absolutely.

Jen Barkan: Um. We all need each other.

Lacy Warburton: Yeah, I love that. Thank you.

Jen Barkan: Like, yeah.

Jen Barkan: I, I know, like you're like I didn't ask for that, Jen, but thank you. Anyway.

Lacy Warburton: Thank you. My Felicia needs to go away like.

Lacy Warburton: Let me just open this with arms! By Felicia. Thank you, Jen.

Jen Barkan: Oh!

Jen Barkan: By by fleet Ps. Friday, which that is where that comes from. That movie Friday, one of my favorite all time movies.

Lacy Warburton: Yes, yes.

Jen Barkan: Side note, ice cube.

Jen Barkan: Which you know, skills check.

Jen Barkan: Says ice cube. You gotta check yourself before you wreck yourself.

Lacy Warburton: Ridiculous stuff!

Jen Barkan: Um so.

Jen Barkan: You know, skills check. What is it that? Here's what I challenge you guys listening.

Jen Barkan: What is it that you feel, you know, makes you uncomfortable?

Jen Barkan: Is it speaking in front of your sales team.

Jen Barkan: Is it? Um?

Jen Barkan: Doing video.

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Jen Barkan: Is it making calls? Talking? I mean, that is a muscle, right? That you have to work is picking up the phone and making random.

Jen Barkan: Calls to people who aren't expecting your calls. Like all of those things.

Jen Barkan: Are hard, and they can be a little bit uncomfortable.

Jen Barkan: So one.

Lacy Warburton: Mhm.

Jen Barkan: Figure out what that is. What are you uncomfortable about? And let's just lean into that. The best way to get uncomfortable is to flood yourself with the activity that is, makes you uncomfortable to get over the fear.

Lacy Warburton: Yeah, yeah.

Jen Barkan: Um when you were in Osc Lacey. What was your most uncomfortable thing like? What was the hardest thing for you to do.

Lacy Warburton: Um, I would say. Outbound calls.

Lacy Warburton: And I I will be vulnerable. It's still something I do not enjoy doing.

Lacy Warburton: Um. I will text you first, st and I'm gonna tell you I'm gonna call and pray that you text me back saying you don't want me to call texting is better so, but it is. It is. It's cause even for yourself.

Jen Barkan: Yeah.

Jen Barkan: Why is it? Because why? Why? Is it hard for you? Because, like, you just don't know what the person's gonna say on the other end, or you feel like you're bothering them.

Lacy Warburton: Think it's um.

Lacy Warburton: I think it's that fear of being rejected. We don't want to be rejected. We want you to answer. We want to have a great conversation.

Jen Barkan: Okay.

Jen Barkan: Okay.

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Lacy Warburton: And you know there's times where you give the the introduction, and you're hung up on.

Lacy Warburton: Or you know they keep sending you straight to voicemail. They never answer, whatever the case is. And so you you create this mindset of what's the point.

Lacy Warburton: Now don't get me wrong. I'm going to call you.

Lacy Warburton: And I need you to answer so this can be a good thing. But it was, I think, I think, outbound calling, and I think that's probably for most, unless you get another diamond like Audie that has, you know she does, contests with herself on how many outbound calls she can make.

Jen Barkan: Right.

Jen Barkan: She's just like I'll call whoever.

Jen Barkan: Yeah.

Lacy Warburton: Um. You know, you get those. And I think also videos, I think videos were also really hard for me to get into.

Jen Barkan: Yeah.

Lacy Warburton: Again, because of that fear of.

Jen Barkan: Mhm.

Lacy Warburton: Nobody wants to see my face, you know.

Jen Barkan: Okay, right? Why would they watch this video?

Lacy Warburton: Right, but ah! From but from in my leadership. I've been, you know, kind of training because Audi does not like videos.

Jen Barkan: Yeah.

Lacy Warburton: I'm like, hey! Just think of it as a voicemail with your face! You're saying the exact same thing that you would in your voicemail.

Jen Barkan: Yeah.

Jen Barkan: Yeah, yeah, get over yourself.

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Lacy Warburton: Just with your beautiful face.

Lacy Warburton: Mind. It's just. It's a mindset shift is what it is. Yeah.

Jen Barkan: Audie, get over it.

Lacy Warburton: I.

Jen Barkan: Then, video, okay.

Jen Barkan: There's your coaching, that's great.

Lacy Warburton: Yeah, that's your coaching for the day. Audi.

Jen Barkan: That's great coaching. Um.

Jen Barkan: Okay. Last 2 questions, um, or last, 3 questions.

Lacy Warburton: Hit me!

Jen Barkan: Um, what would. What is your message to online sales? Specialists that are listening.

Lacy Warburton: Okay.

Jen Barkan: To this podcast.

Lacy Warburton: I would say.

Lacy Warburton: My message to my fellow Oss. Oscs Osms.

Jen Barkan: Yes. Mhm, mhm, yeah.

Lacy Warburton: Whatever your label is. If you're taking calls.

Jen Barkan: Awesomes.

Lacy Warburton: I see you. Yes, my awesome um, I would say. I see you.

Lacy Warburton: I believe in you. Tell Felicia bye-bye.

Jen Barkan: Mhm.

Lacy Warburton: Pull your numbers daily weekly, and see your successes.

Jen Barkan: Hmm.

Lacy Warburton: And then find what scares you the most.

Lacy Warburton: Create a plan of action and do it. Don't you think.

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Lacy Warburton: Just do, and.

Jen Barkan: Hmm! I love it.

Lacy Warburton: And I think everybody.

Lacy Warburton: We'll be okay with that.

Jen Barkan: I love it. What is the is it? Is it, Mel Robbins, that says.

Lacy Warburton: Let's do it.

Jen Barkan: Countdown. 5, 4, 3, 2, 1. Go.

Jen Barkan: Like, is it? I think it's her that says that I could be screwing this up.

Jen Barkan: But it's like the 5 second. It's like the 5 second.

Lacy Warburton: I think so.

Lacy Warburton: Yes, I.

Jen Barkan: Saying, count backwards like 5, 4, 3, 2, 1 go like don't think.

Lacy Warburton: There's so many amazing like leadership.

Lacy Warburton: Quotes out there that it starts to get difficult. I just started jotting them down.

Jen Barkan: You know. I know.

Jen Barkan: Here's mine!

Lacy Warburton: What is yours?

Jen Barkan: Just get to work.

Lacy Warburton: Yes.

Jen Barkan: Um? Okay? Last question.

Jen Barkan: Um, are you? Down with opt.

Lacy Warburton: Yes, I'm down.

Lacy Warburton: Oh, there was supposed to be an answer to that, wasn't there?

Lacy Warburton: I'm sorry.

Jen Barkan: Yeah. You know me.

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Lacy Warburton: Yeah. You know me.

Lacy Warburton: Down with Opt. Let's go see, I got it. You just cut it out. You're fine.

Jen Barkan: Okay, that was awesome. Hey, Lacey?

Jen Barkan: Um! This has been so fun.

Jen Barkan: And I just I appreciate your insight. Keep keep writing. Keep influencing. Keep putting your thoughts out there. I'm here for it. We love it.

Jen Barkan: Um until next time. Thank you. Guys, hey? Make sure.

Jen Barkan: To go rate, the podcast.

Jen Barkan: You know. Leave a comment.

Jen Barkan: You know I've got imposter syndrome like, does anybody even want to listen to this? I don't know. Like.

Lacy Warburton: Do all the things.

Lacy Warburton: No, no, okay, wait, wait! Wait! What are you naming your imposter? You can take Felicia if you'd like. I don't mind.

Jen Barkan: Yup!

Jen Barkan: Oh!

Lacy Warburton: But we're about to tell her to get out of here.

Jen Barkan: No, I'm gonna yeah. Bye, Felicia is good.

Jen Barkan: Yeah, I'll steal yours.

Lacy Warburton: You steal mine, you can have it. It's totally fine. But bye, Felicia.

Jen Barkan: Bye, Felicia go rate the podcast leave a review.

Jen Barkan: Okay, love. You see, you bye, y'all have a great.

Jen Barkan: Week. Thanks for tuning in.

Lacy Warburton: Bye, y'all.

Jen Barkan: Done! Yay!

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Lacy Warburton: Yay!

Jen Barkan: How's it?

Lacy Warburton: I only had to look at my notes twice.

Jen Barkan: How do you feel about that.

Lacy Warburton: I feel great. I think once you get into the conversation.

Jen Barkan: Yeah. It's just us talking.

Lacy Warburton: Right? Right? We. But before it's like, Okay, I gotta say the right thing, you know.

Jen Barkan: Yeah.

Jen Barkan: It's harder on live, too, right? Cause you're thinking like, Oh, this is live.

Jen Barkan: Whereas this is just.

Jen Barkan: Just us talking.

Lacy Warburton: It's just us talking.

Jen Barkan: Yeah. Yeah. He did. Good.

Lacy Warburton: Oh, thank you. You did good, too.

Jen Barkan: You're welcome. You're welcome. Okay? Sorry about the technical stuff. I don't know.

Lacy Warburton: No, you're fine. We knocked it out. This is still. Gonna get it done. Not a big deal.

Jen Barkan: But this is fine.

Jen Barkan: Okay. So this will come out.

Jen Barkan: Monday of next week.

Lacy Warburton: Okay.

Jen Barkan: And so Rachel will send you probably some.

Jen Barkan: Like little video clips of something that.

Jen Barkan: We were talking about that was like gave me chills.

Jen Barkan: Like. Oh, my God! That gave me chills like it'll probably be something one of those.

Lacy Warburton: Okay.

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Jen Barkan: And then you can take that.

Jen Barkan: Clip, and you can post it yourself on your own socials.

Jen Barkan: So like. You know what I mean. Instead of sharing from ours, you can just post on your own socials with those clips.

Lacy Warburton: Oh, okay.

Lacy Warburton: Mhm.

Lacy Warburton: Oh, that's awesome. Okay?

Jen Barkan: Okay, but she'll send you. She'll send that to you with instructions.

Lacy Warburton: Oh, yay! So is this.

Lacy Warburton: Is my face gonna be out there? Or is this just like video.

Jen Barkan: Yeah, your face. So so you're yes, so you're not the whole, not this whole recording, but they'll pull out clips of us talking with our face.

Lacy Warburton: Oh, okay.

Lacy Warburton: Mhm, I always wondered that because, like, I'll try to go and like watch the whole video and it's it's it's just the.

Jen Barkan: So.

Jen Barkan: The audio. Yeah.

Lacy Warburton: Sound. Oh, Lord, I cannot talk you! You took all my words. I'm I'm worded out today.

Jen Barkan: Yes, you're done for the day. Yes, yeah. So it'll be little video clips. But then the audio, the full audio, is obviously on the pod.

Lacy Warburton: Yeah.

Lacy Warburton: Oh, that's great! Um! Thank you for the opportunity. I'm.

Jen Barkan: Yeah, no, thank you.

Lacy Warburton: Really grateful. I did not think that you were. Gonna ask me to do this after just like

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4 or 5 posts. So I'm doing something right.

Jen Barkan: She too.

Jen Barkan: No, I I pay. I'm paying attention.

Lacy Warburton: Yay. Well, hopefully, I will. I will do more.

Jen Barkan: Okay.

Lacy Warburton: And inspire more, so.

Jen Barkan: Yes, yes, so we'll have to have you on the 100th episode, because then that'll be like.

Jen Barkan: You were on the 1st one.

Lacy Warburton: Oh!

Jen Barkan: You're on the 41.

Lacy Warburton: Well, it should have been 50. But it's okay. I'll take the 40.

Jen Barkan: I know, but you know I didn't even think about it so.

Jen Barkan: Yeah.

Lacy Warburton: No, that's okay. You took. You saw an opportunity and you took it. Go. You.

Jen Barkan: Alright! I'll talk to you later. Have a good rest of your day.

Lacy Warburton: Alright, bye.