Strategic Issue #3
Career Journeys for Experienced Sales Talent

Bart Berkey
Founder & CEO
Most People Don’t, LLC
GOAL:
Everyone in the RIGHT seat, on the RIGHT bus, moving forward.
AGENDA

1. You
2. Team
3. Train
4. Retain
5. Grow
1. Really, Really, Know Yourself
Why do you do what you do?
2. Really, Really, Know Your Players
GROWTH

INDIVIDUAL CONTRIBUTOR
OR
LEADER
“It’s EASY to BE, but BETTER to BECOME”

-Bart Berkey
Ask them: “Why do you do what you do?”
PASSION

- Self Interest
- Personal Style
- Group Interest
- Others Focus
1. **Love**
   **HUMANITY**
   Valuing close relations with others, in particular those in which sharing & caring are reciprocated; being close.

2. **Creativity**
   **WISDOM**
   Thinking of novel and productive ways to conceptualize and do things; includes artistic achievement but is not limited to such.
https://RSHFS4.pro.viasurvey.org/
Michael Jordan them...
LIKE vs. GOOD?
LIKE vs. GOOD?
WORDS TO DESCRIBE THE BEST LEADER...
Leadership words

Coaching, conflict, recruitment, metrics, measurement, strategy, establishing trust with team and clients, personal improvement, not being the smartest, surrounding yourself with others, dedication to others, decency, empathy, experiences, communicative, process driven, flexible, assertive and compassionate, guidelines, standards, expectations, disciplined, organized, futuristic, selfless, stakeholder focused
WORDS TO DESCRIBE
BEST SALESPERSON...
Seller words

Trustworthy, confident, empathetic, curious, intentional, authentic, goal driven, incentivized, passionate, intelligent, solutions oriented, problem solver, stakeholder connected, compliant to process, improvement seeker, enhancement builder,
3. Train
Mentor/Teach
Lead projects
Sell deeper and greater
Add new market
Get new accounts
Help others SELL
What buyers with negative sales experience encountered

- Avoid being pushy: 50% (Sales) vs. 84% (Buyers)
- Listen to my prospect’s needs: 62% (Sales) vs. 83% (Buyers)
- Research my prospect before calls: 45% (Sales) vs. 74% (Buyers)
- Try to be helpful: 44% (Sales) vs. 77% (Buyers)
- Tailor my pitch based on my customer’s needs: 37% (Sales) vs. 71% (Buyers)
- Try to provide value to the prospect: 34% (Sales) vs. 82% (Buyers)
- Prove how my solution or product can make them successful: 33% (Sales) vs. 48% (Buyers)
“I seek your greatest good. I mean you no harm”
4. Retain
1/3 leaving in 12 months
Why Are Employees Leaving Jobs?

- Lack of personal growth
- Workplace culture
- Lack of company direction
Ways to Keep the Good Ones?
SOLUTIONS FOR...

Lack of personal growth
Workplace culture
Lack of company direction
• What’s top of mind: Updates/Things we should talk about.
• Things that went well these past weeks: Recent wins and positive news.
• Learnings: Things we’ve learned or could’ve done differently.
• Priorities: Top things we’re focusing on, from now until the next time we meet.
• Challenges: Roadblocks/concerns — and ways we can work them out.
• Team Dynamics: Is there anything we can do to improve team culture?
• Feedback: Recognition and suggestions for improvement.
• Career Development/Career Conversations
1 ON 1 MEETING

Name: 

What’s top of mind:
(Update/things we should talked about)

Things went well this past few weeks:
(Recent wins and positive news)

Learnings:
(Things we’ve learned or could’ve done differently)

Priorities:
(Top things we’re focusing on, from now until the next time we meet)

Challenges:
(Roadblocks/concerns – and ways we can work them out)

Team Dynamics:
Is there anything we can do to improve team culture?

Feedback:
Recognition and suggestions for improvement.

Career Development/Career Conversations

www.mastpeopleofnt.com
5. Grow
Identified career path with performance KPI’s.
What makes Good Sellers become Great Sellers?
• Time, talk, tasks
• Studying
• Training
• Techniques
• Practice
• Mentoring
• Shadowing
• Process
What makes Good Leaders become Great Leaders?
• Time, talk, tasks
• Studying, Podcasts
• Training, Resources
• Techniques
• Practice
• Mentoring and Others
• Shadowing
• Process
TEXT BART

THE WORD

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THANK YOU WITH GRATITUDE

KEEP "DOING"