hsmai

# Strategic Issue #3

## Career Journeys for Experienced Sales Talent

**Bart Berkey**
Founder & CEO
Most People Don't, LLC

asten Seat Belt While Seated

asten Seat Belt While Seated

**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

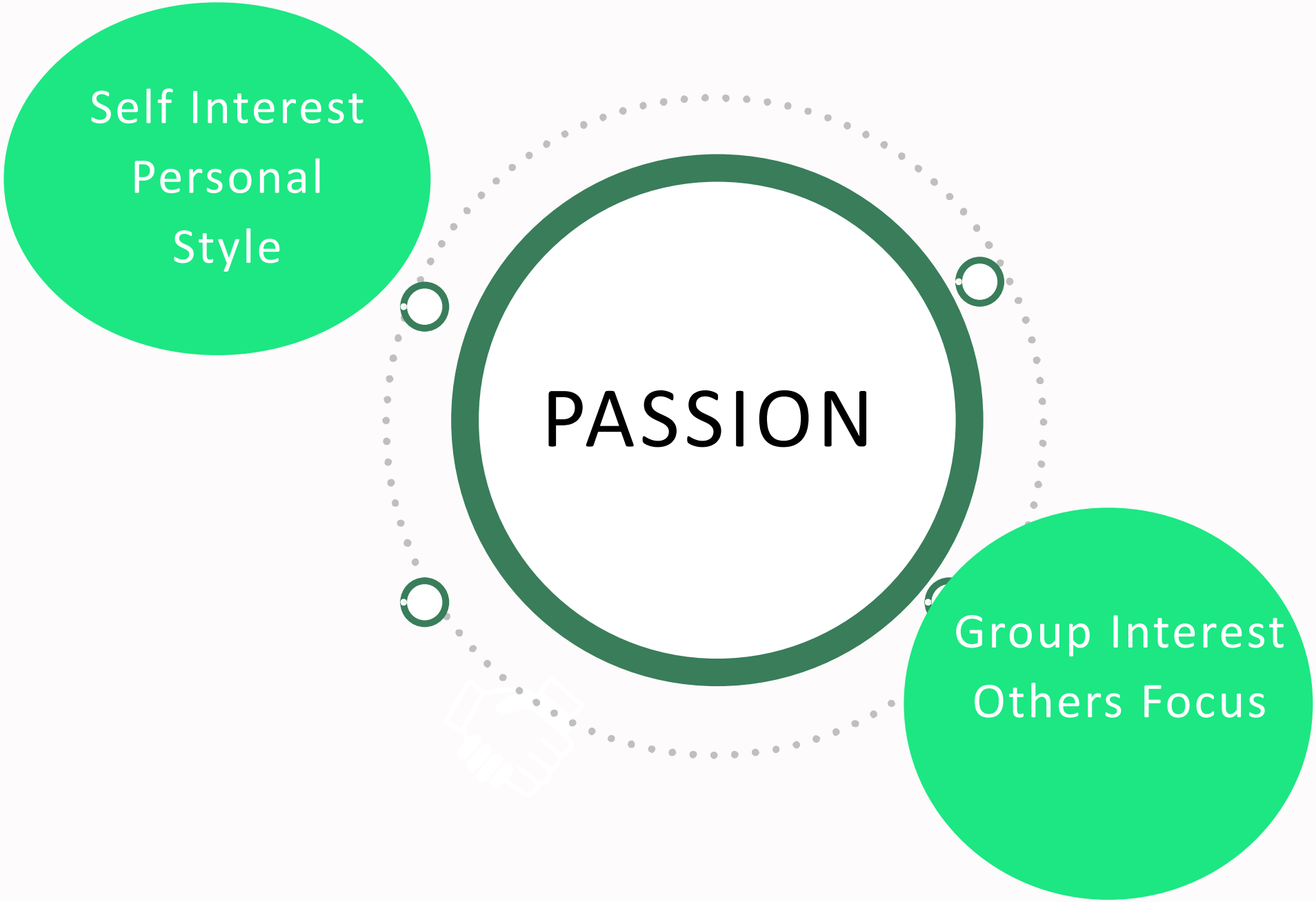
# GROWTH

INDIVIDUAL CONTRIBUTOR
OR
LEADER

# “It’s EASY to BE, but BETTER to BECOME”

-Bart Berkey

**Ask them:**
**“Why do you do what you do?”**


Self Interest
Personal
Style
PASSION
Group Interest
Others Focus

Bart Berkey

Matt Easton

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 nc

3

## Social Intelligence

HUMANITY

Being aware of the motives/feelings of others and oneself; knowing what to do to fit into different social situa people tick.

4

## Leadership

JUSTICE

Encouraging a group of which one is a member to get things done and at the same time maintain good relatic

https://RSHFS4.pro.viasurvey.org/

# Michael Jordan them…

# LIKE vs. GOOD?

MICHAEL
JORDAN
NBA
ESPN
LIKE vs. GOOD?
BULLS

# 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,

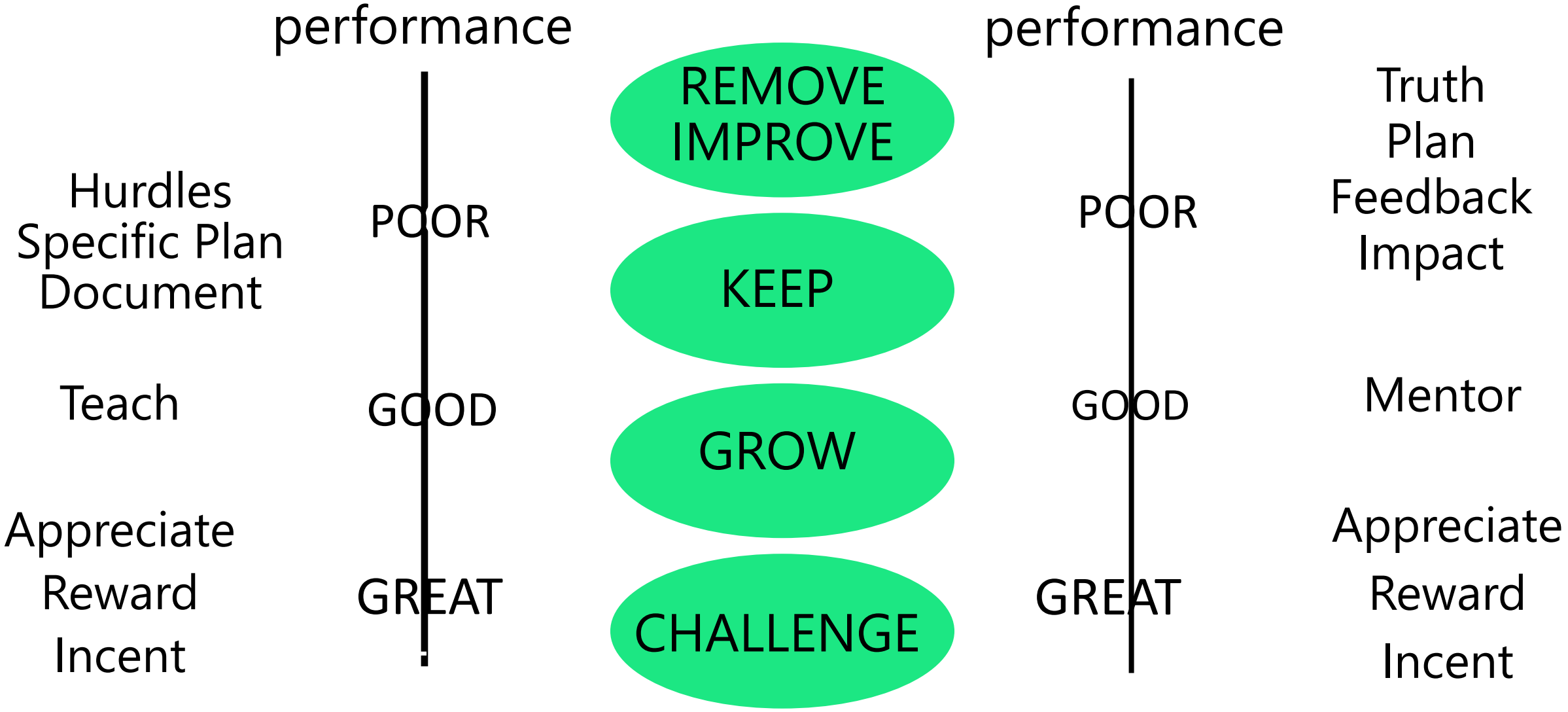
| SELLER | SKILLS | LEADER |
| --- | --- | --- |
| Individual | FOCUS | Team |
| Follows | LEADERSHIP | Guides |
| Executes | STRATEGY | Sets |
| Client | RELATIONSHIP | Client/Team |
| Personal | MOTIVATION | Group |
| Specific | PROBLEM SOLVING | Broader |

# 3. Train

**Seller- Manage**

ACTION

**Leader- Mentor**



**Mentor/Teach**

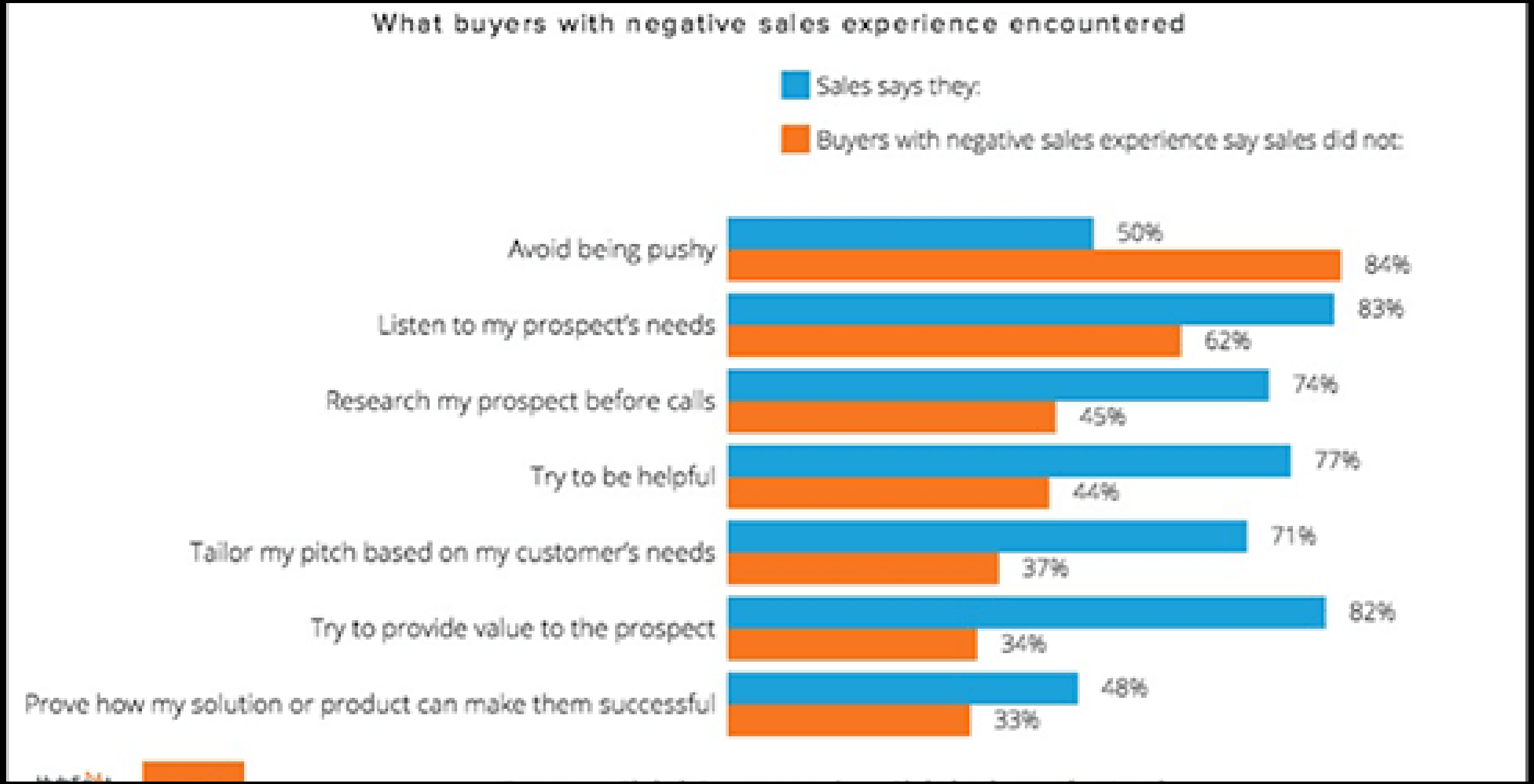
**Lead projects**

**Sell deeper and greater**

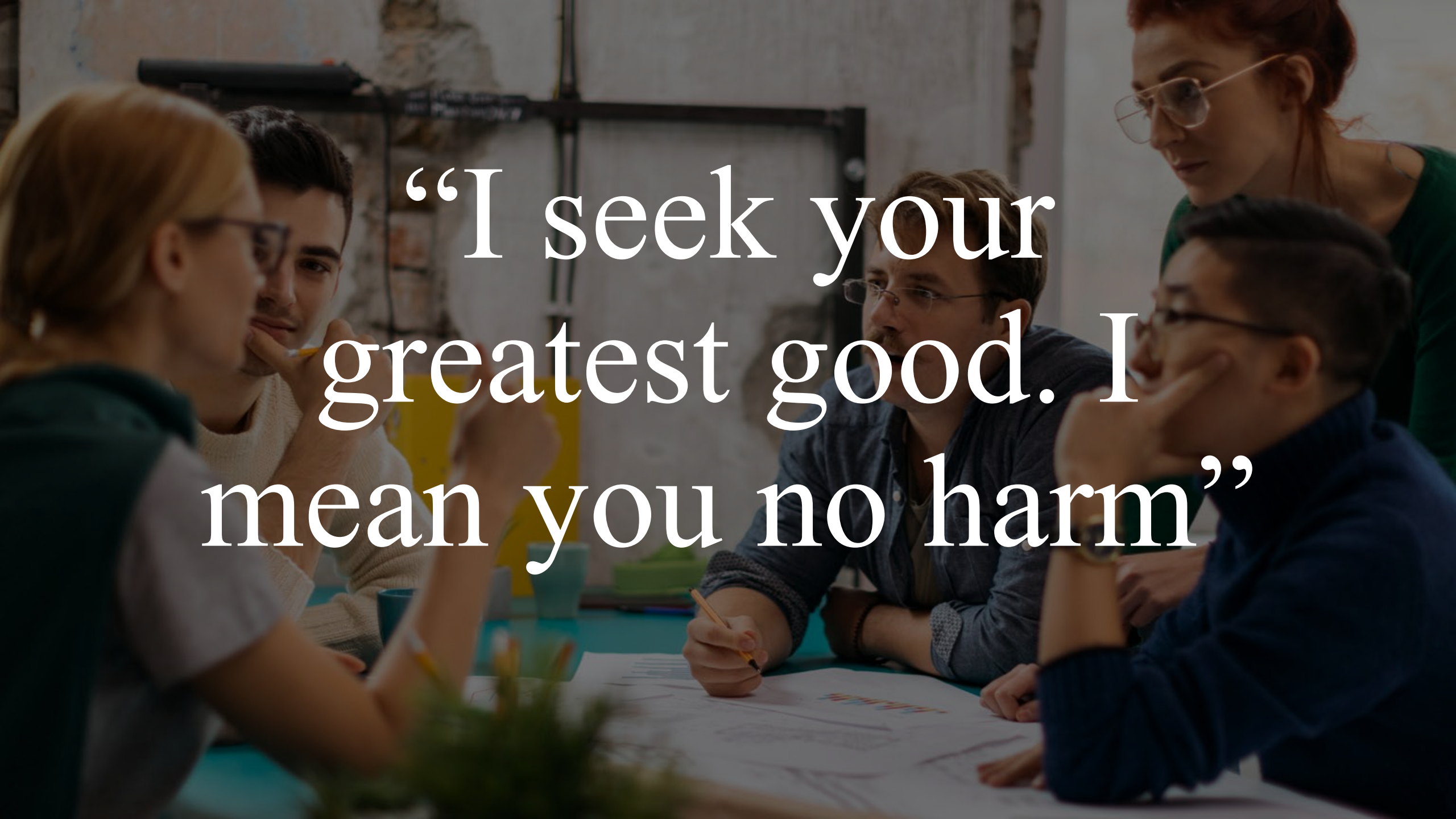
**Add new market**

**Get new accounts**

**Help others SELL**


What buyers with negative sales experience encountered
Sales says they:
Buyers with negative sales experience say sales did not:
Avoid being pushy
50%
84%
Listen to my prospect's needs
83%
62%
Research my prospect before calls
74%
45%
Try to be helpful
77%
44%
Tailor my pitch based on my customer's needs
71%
37%
Try to provide value to the prospect
82%
34%
Prove how my solution or product can make them successful
48%
33%

Bart Berkey


“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

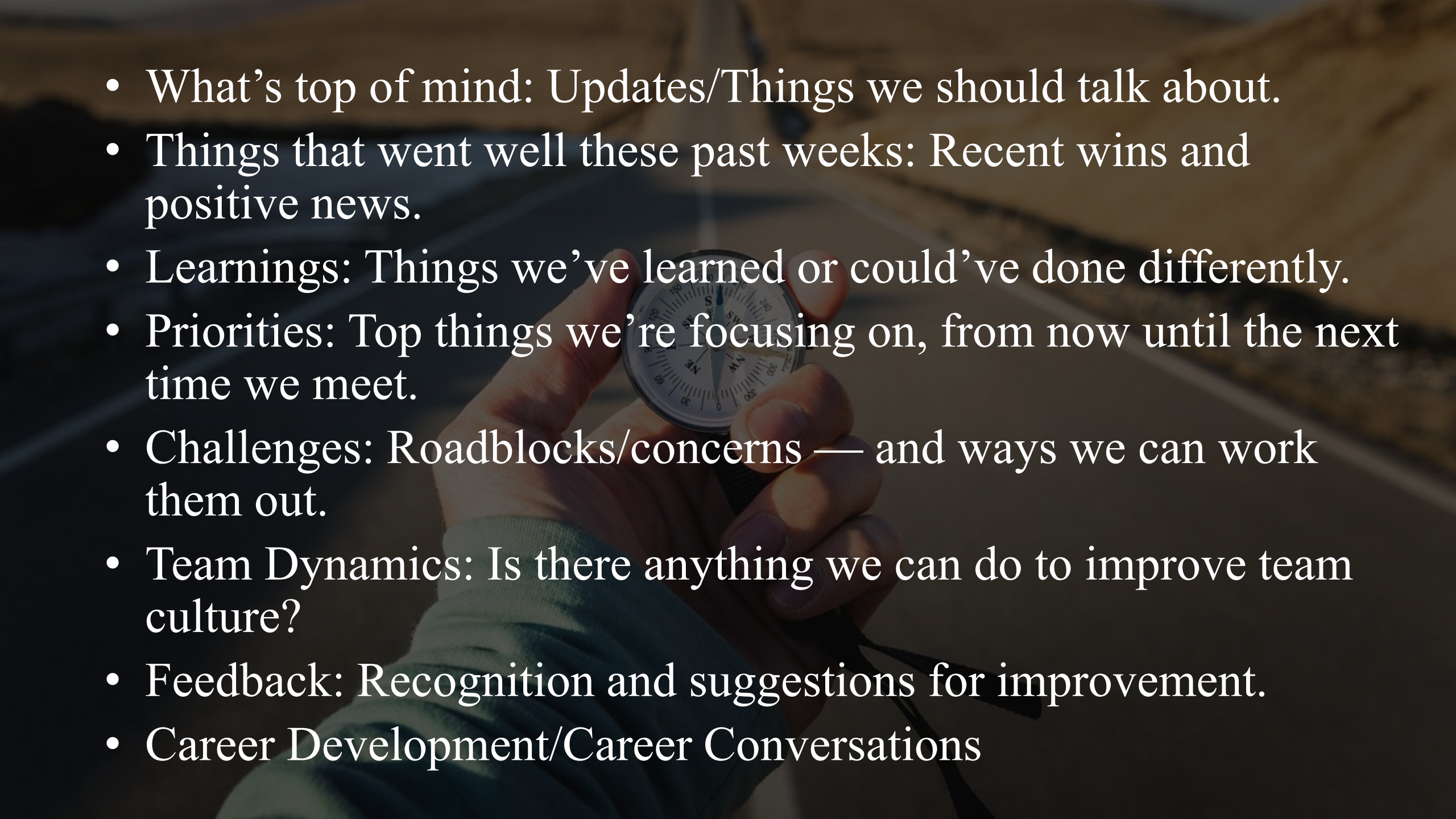
# Ways to Keep the Good Ones? SOLUTONS FOR…

Lack of personal growth

Workplace culture

Lack of company direction

TikTok



- 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

# 5. Grow

# Identified career path with performance KPI's.

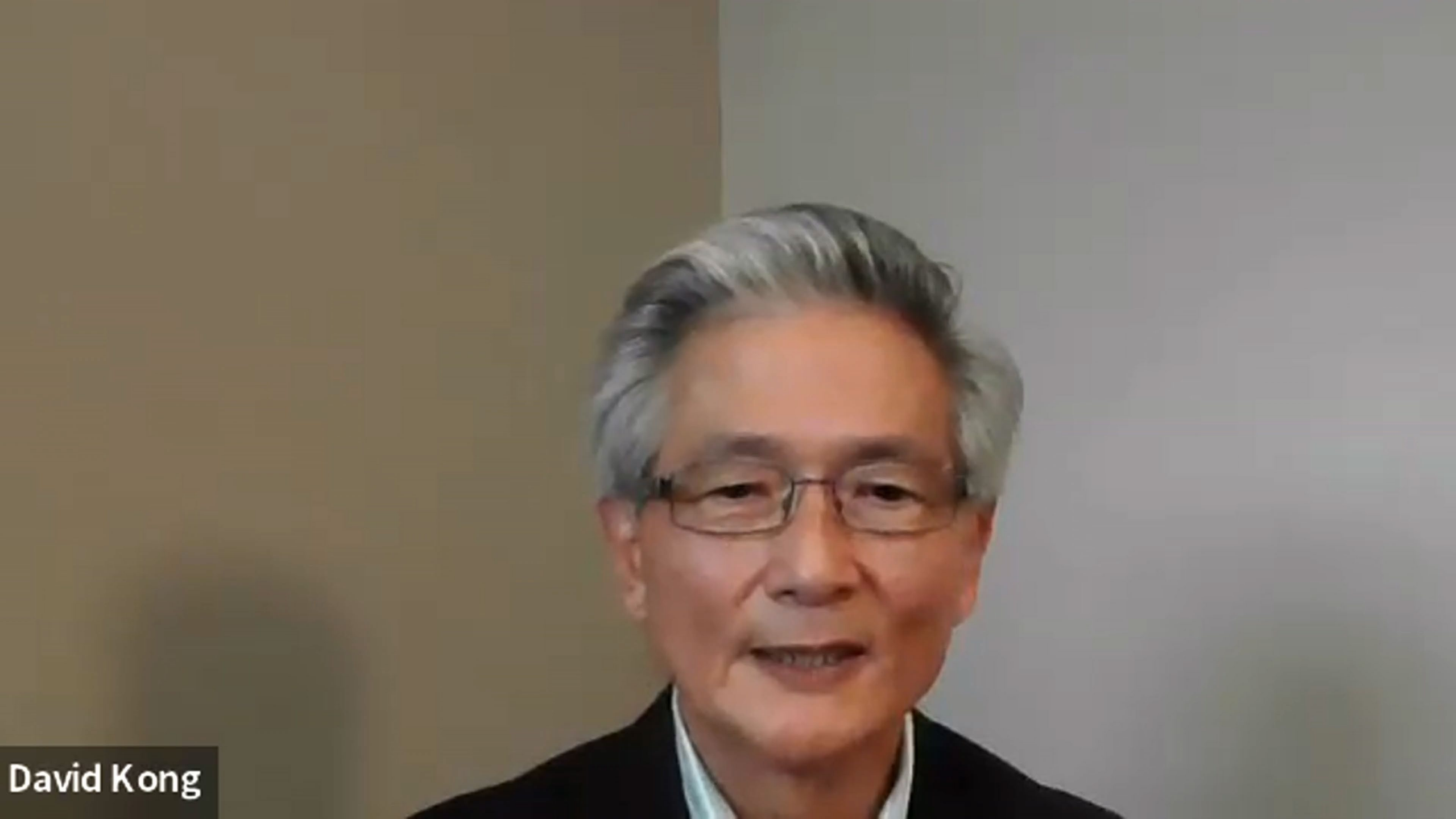
# What makes Good Sellers become Great Sellers?

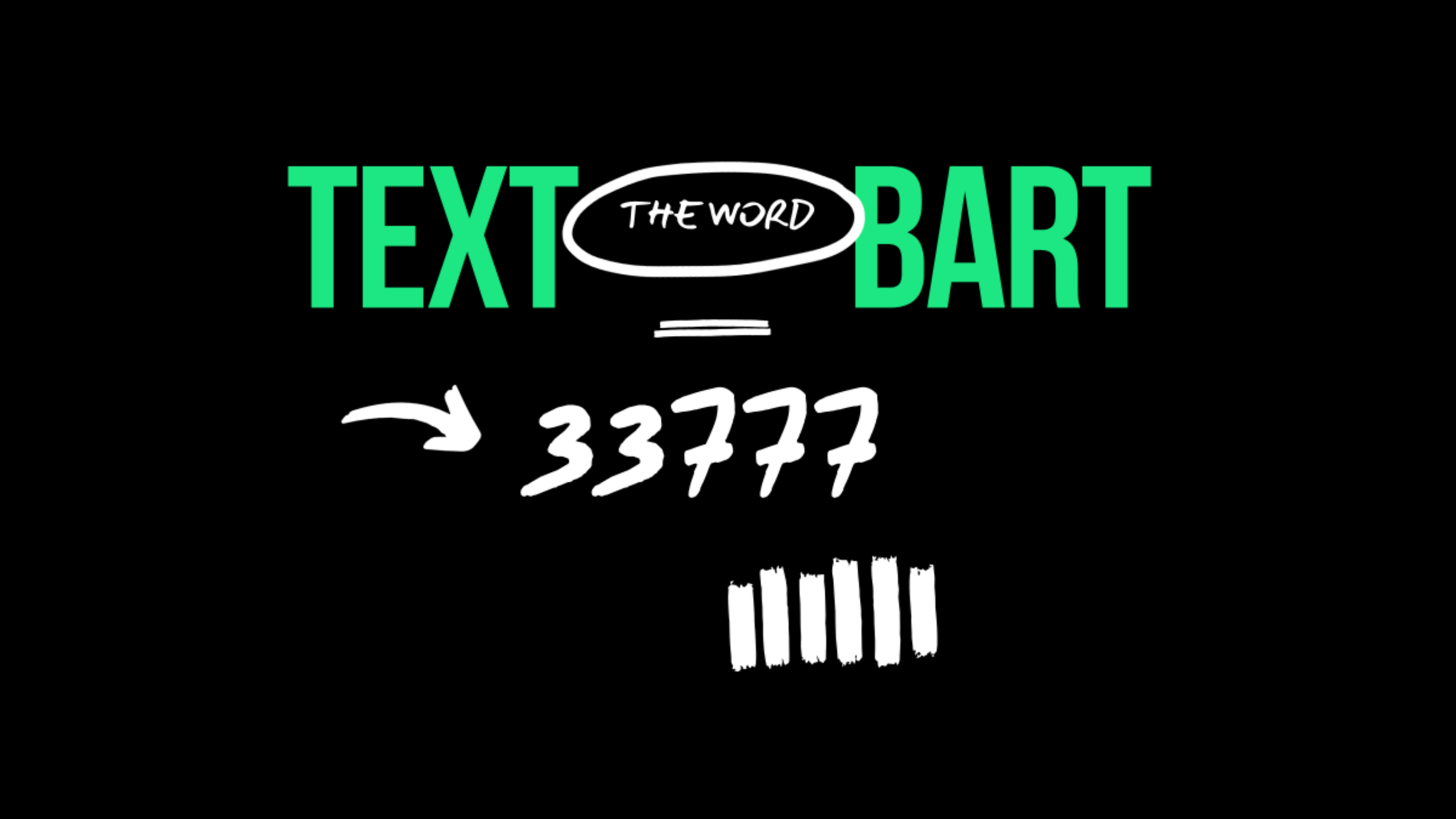
- Time, talk, tasks
- Studying
- Training
- Techniques
- Practice
- Mentoring
- Shadowing
- Process

Matt Easton

# What makes Good Leaders become Great Leaders?

- Time, talk, tasks
- Studying, Podcasts
- Training, Resources
- Techniques
- Practice
- Mentoring and Others
- Shadowing
- Process


David Kong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# THANK YOU

WITH GRATITUDE

KEEP "DOING"