

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?”



A diagram illustrating the components of passion. At the center is a large white circle with a thick dark green border, containing the word "PASSION" in bold black capital letters. Surrounding this central circle is a dotted dark green line. Four small dark green circles are positioned at the intersections of this dotted line with the axes. Two solid green circles are placed on the left and right sides of the diagram. The left green circle contains the text "Self Interest Personal Style" in white. The right green circle contains the text "Group Interest Others Focus" in white. The background is light gray with dark green diagonal stripes in the top-left and bottom-right corners.

Self Interest
Personal
Style

PASSION

Group Interest
Others Focus

A middle-aged man with a grey beard and closed eyes is shown from the chest up. He is wearing a dark blue suit jacket over a light blue collared shirt. His right hand is raised to his chin, with his fingers resting against his lips. He is sitting in a chair with a grey mesh backrest. The background is a solid blue color.

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 not



3

Social Intelligence

HUMANITY

Being aware of the motives/feelings of others and oneself; knowing what to do to fit into different social situations; understanding how 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 relations



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



Michael Jordan them...

MARCH 14, 1994 • \$2.95 (CAN. \$3.95)

Sports Illustrated

LIKE vs. GOOD?

MICHAEL
JORDAN



LIKE vs. GOOD?





WORDS TO DESCRIBE
THE BEST LEADER...

The background features a whiteboard with a hand-drawn business process diagram. The diagram includes a lightbulb icon labeled 'Concept', which leads to 'Investment' and 'Research'. Below 'Concept' is a cloud labeled 'Environment' with 'consumption' underneath. To the right, a 'Strategy' cloud leads to 'Research Stage' and 'SALES!'. A 'Design' box leads to 'Testing' and 'development stage'. A 'Product' box leads to 'Market'. Other elements include 'Team' leading to 'Staff' (represented by stick figures) and 'Growth', and a '45% Sales' label. The diagram is interconnected with various arrows and symbols like a dollar sign and a yen sign.

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



Individual

Follows

Executes

Client

Personal

Specific

SKILLS

FOCUS

LEADERSHIP

STRATEGY

RELATIONSHIP

MOTIVATION

PROBLEM SOLVING

LEADER



Team

Guides

Sets

Client/Team

Group

Broader



3. Train

Seller- Manage

ACTION

Leader- Mentor

performance

performance

REMOVE
IMPROVE

KEEP

GROW

CHALLENGE

Hurdles
Specific Plan
Document

POOR

POOR

Truth
Plan
Feedback
Impact

Teach

GOOD

GOOD

Mentor

Appreciate
Reward
Incent

GREAT

GREAT

Appreciate
Reward
Incent

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:









Bart Berkey

A group of four people are gathered around a table in a meeting. A woman with blonde hair and glasses is on the left, gesturing with her hand. Next to her is a man with dark hair and glasses, resting his chin on his hand. In the center, a man with glasses is looking towards the right. On the right, a man with glasses is also looking towards the right, with his hand near his face. A woman with red hair and glasses is standing behind him, looking down. The table has papers, a pen, and a small potted plant. The background is a blurred office setting.

“I seek your
greatest good. I
mean you no harm”

4. Retain

A magnifying glass with a black frame is positioned over a light-colored surface. Inside the lens of the magnifying glass, a wooden block with a black silhouette of a person is clearly visible. Several other similar wooden blocks are scattered around the magnifying glass, some in focus and some blurred. The background is a soft, out-of-focus grey. Overlaid on the image is the text "1/3 leaving in 12 months" in a white, serif font.

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...

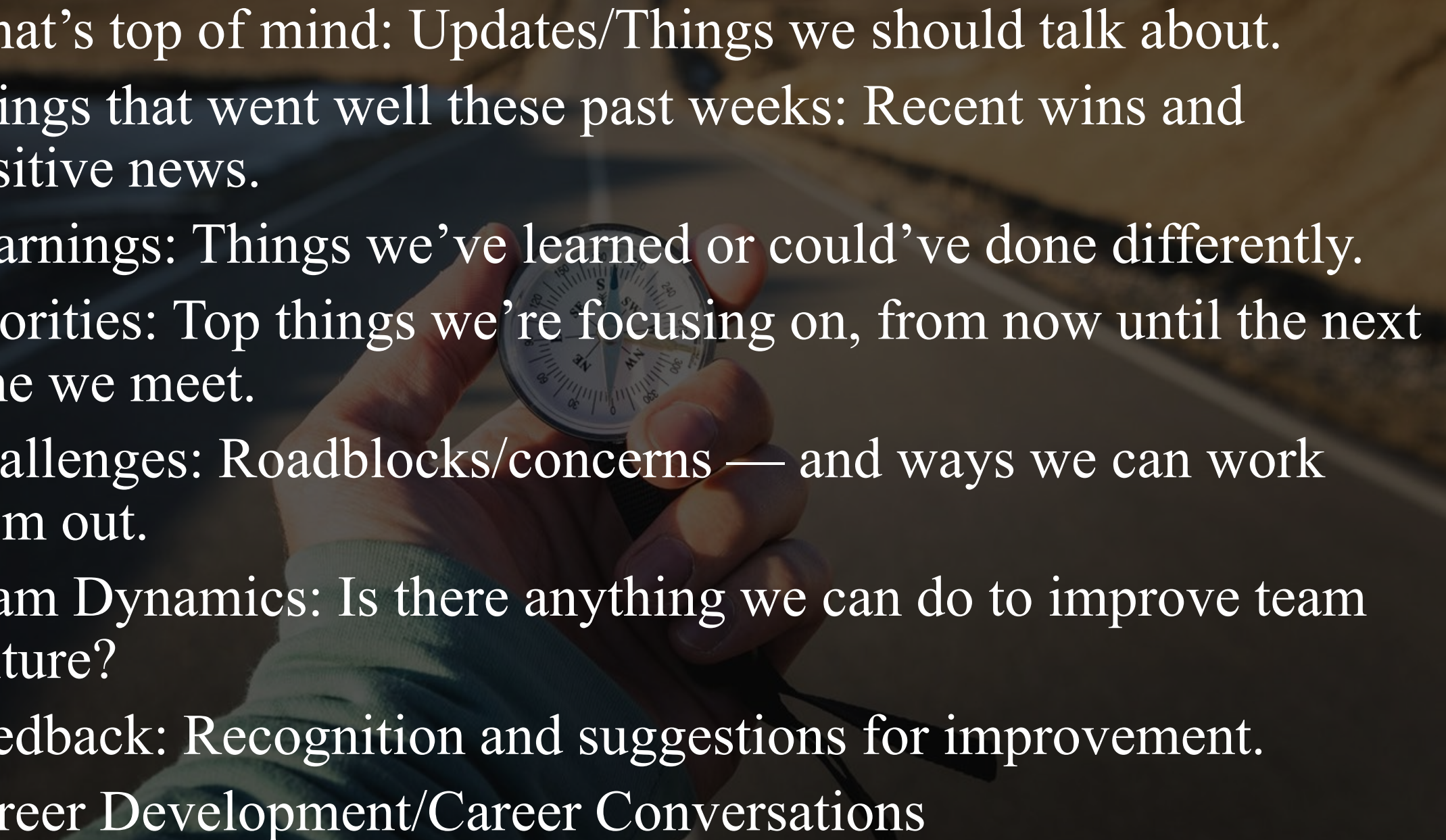
Lack of personal
growth



Workplace
culture

Lack of company
direction



- 
- A hand holding a compass over a map, symbolizing navigation and direction. The background is a blurred image of a hand holding a compass over a map, with the compass needle pointing towards the top of the frame. The map shows various geographical features and lines, suggesting a journey or a path forward.
- 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 talk 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

A portrait of David Kong, an older man with grey hair and glasses, wearing a dark suit jacket over a light-colored shirt. He is smiling slightly and looking towards the camera. The background is a plain, light-colored wall.

David Kong





TEXT  BART

→ 33777



THANK YOU



WITH GRATITUDE



KEEP "DOING"