



SH*TTY

**SALES
LEADERS**

NOT

AND HOW TO BE ONE

ADAM APPS

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Graphics and Exercises
from *Shitty Sales
Leaders*

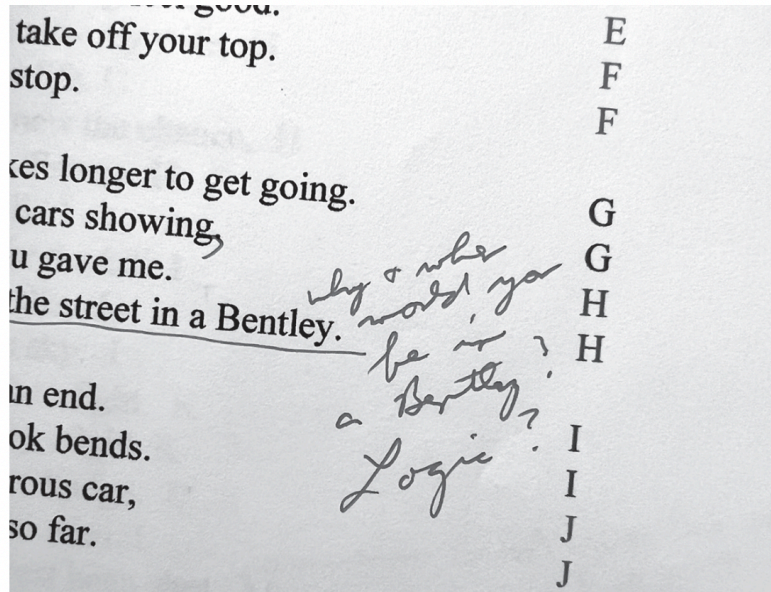


Fig. 1. My English assignment: "Why & when would you be in a Bentley! Logic?"



Fig. 2. My Best Six Of Camp award.

TITLE	DESCRIPTION
Business Development Rep	Entry-level role, responsible for fielding inbound requests and some level of outbound demand generation.
Inside Sales Rep	Responsible for outbound calling, hunting for new prospects, and supporting the outside sales reps.
Associate Sales Rep	Responsible for managing a small group of accounts or geography, typically with a low quota. May be paired with a more senior rep.
Outside Sales Rep	Solely responsible for delivering a quota in an assigned territory. Responsible for all aspects of sales (activity, pipeline, bookings, etc.).
Enterprise/ Strategic Sales Rep	A seasoned professional experienced with diverse account types, this person is responsible for some of the firm's largest and most lucrative accounts and prospects and understands how to structure and run long-term strategic sales pursuits.
Large/Key Account Manager	This person may only have a couple of accounts but has significant revenue responsibility in a higher touch environment with all the attributes of an enterprise or strategic sales rep.
Global Account Manager (GAM)	The global account manager (GAM) typically has global responsibility for a single or a few large customer(s). Usually the GAM will be a formal leader with direct reports such as product specialists, local account managers, etc.
Client Director/ Executive Sponsor	The highest rank for an individual seller is client director or executive sponsor. This person is considered an executive, will usually have direct reports, and is ultimately responsible for all revenue and growth within a specific account.

Fig. 3. Typical sales roles.



Fig. 4. My actual vision board from college.

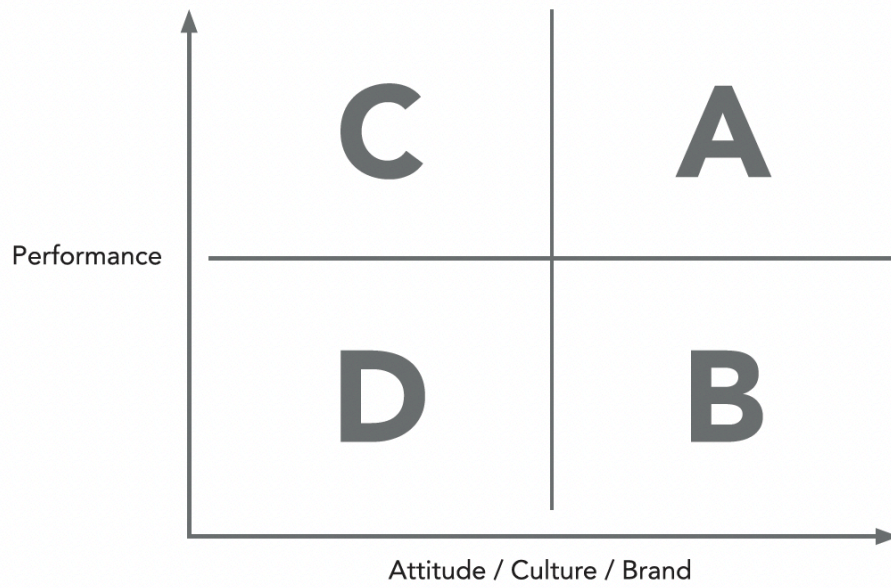


Fig. 5. Talent quadrant.

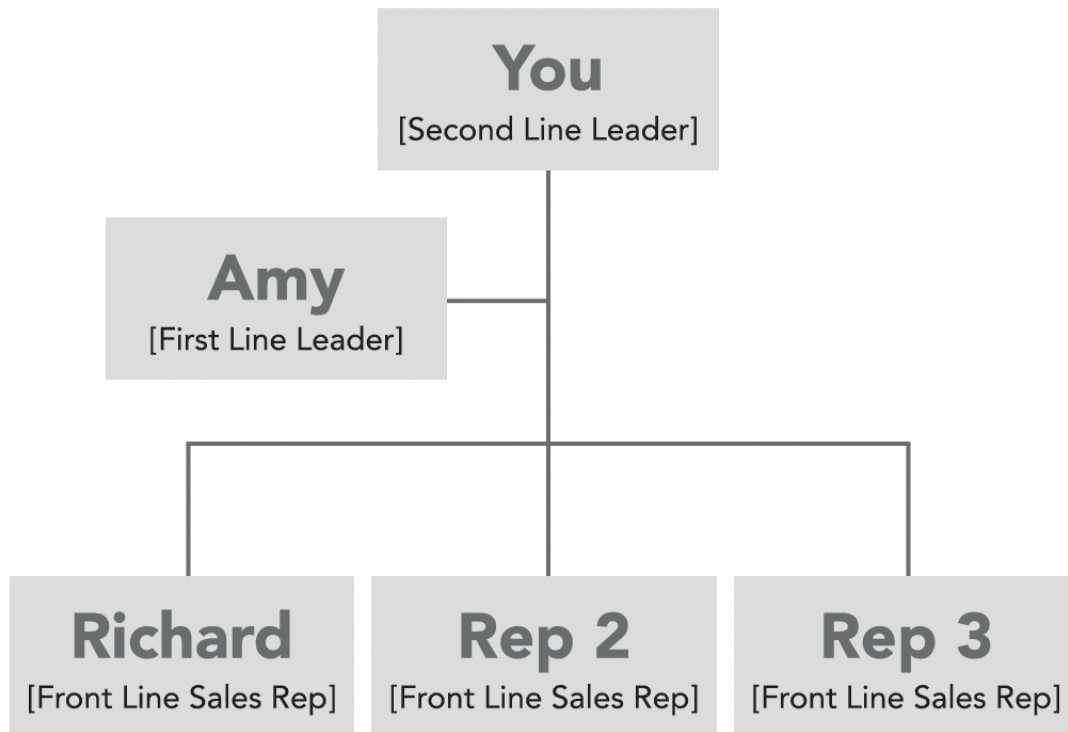


Fig. 6. Richard & Amy's org chart.



Fig. 7. Communication styles.

EXERCISE 1

INTROSPECTION

Use the following pages to conduct a self-examination. Introspection will help you uncover the root of your motivations and behaviors.

- What is your earliest memory of being a leader?

- Remember a time you achieved something greater than you thought possible. What was your motivation? What inspired you?

EXERCISE 2

TOUCHSTONE LEADER

Write down ten words that you think best describe you:

- | | |
|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

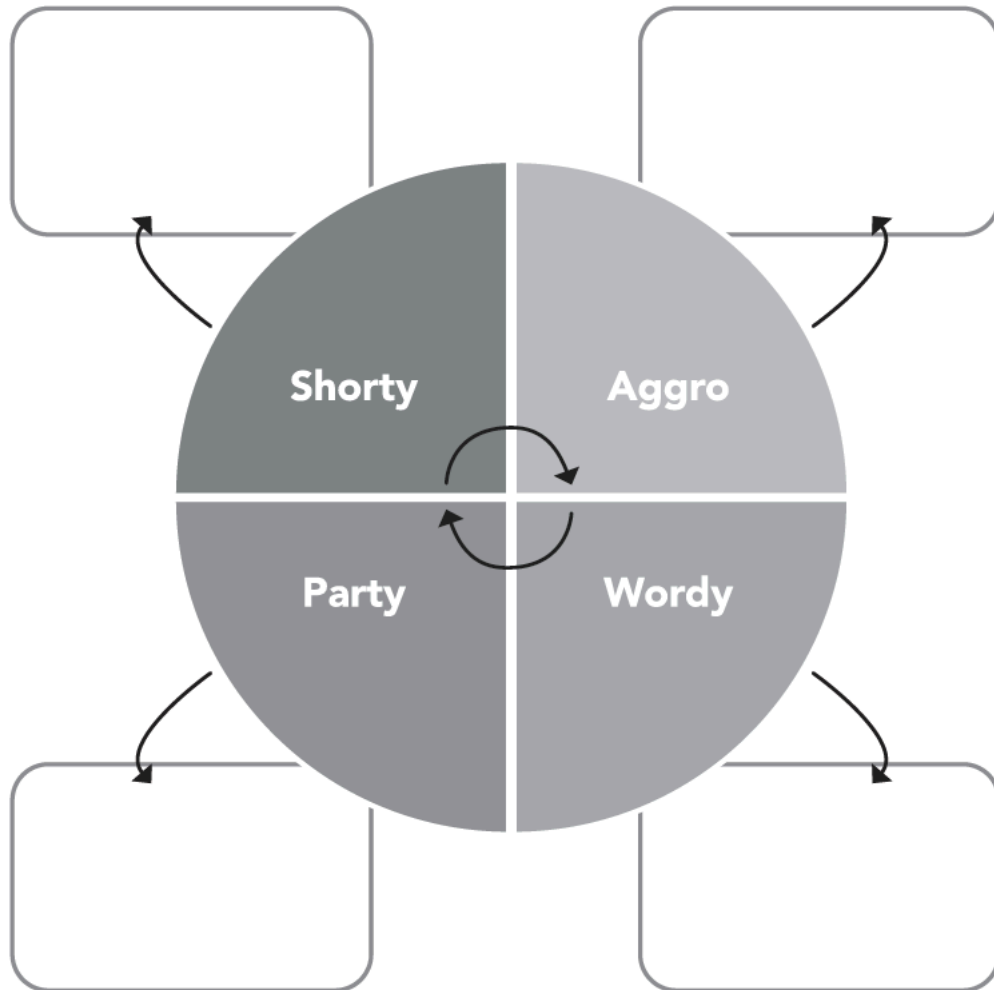
Think of the person you most enjoy spending time with. Write down ten words that you think best describe that person:

- | | |
|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

Reflection: Which words do you have in common? Which words from your favorite person's list are most admirable? Which words would you hope that others would write down when thinking of you?

Action: Choose one word from your favorite person's list that is not on your list. Come up with five activities or actions that would help others think of you in this way.

EXERCISE 3
YOUR COMMUNICATION STYLE



Write your name in the box you think best fits your communication style. Then think of five people whom you communicate with on a regular basis and write their names in the boxes that best fit their styles.

As a reminder:

- **Shorty:** To the point. Not a lot of details. Concise. Closest to Aggro. Opposite of Wordy.
- **Aggro:** Dominant. Aggressive. Loud. Closest to Shorty. Opposite of Party.
- **Wordy:** Lots of details. Analytical. Goes on tangents. Closest to Party. Opposite of Shorty.
- **Party:** Outgoing. Friendly. Emotional. Closest to Wordy. Opposite of Aggro.

Reflection: Is the person you have the most issues communicating with in the opposite quadrant? Do you share a quadrant with anyone and, if so, do you find that person easy to talk to?

Action: Choose somebody in the opposite quadrant (Wordy vs. Shorty or Aggro vs. Party) and write down five ways you can adapt your style to match that person's.

Name of person: _____

Next time you speak with the person, try using these five ways to flex toward their style. What do you notice?

1.

2.

3.

4.

5.

EXERCISE 4

YOU, THE LEADER

Answering the following questions will help you work toward establishing your identity as a leader. If you don't know the answers to some of these questions, think about the best leaders in your life. What qualities do they possess that you would like to emulate?

- What is your story (two minutes or fewer when spoken out loud)?

- Complete this sentence: I am great, but _____.

- What is your brand?

- What is your leadership philosophy?

- What are your core principles?

- What are your non-negotiables?

- What is your leadership style?

EXERCISE 5

SETTING GOALS AND TAKING ACTION

Complete the following questions to help clarify your goals.

- If you could remove all barriers and obstacles, what is the most grand and audacious vision of success you can conjure for your future?

- What action(s) would you need to take to make your vision a reality?

- What help would you need and from whom (specific names)?
- What immediate steps can you take to move toward achieving this goal?
- What are you waiting for?

EXERCISE 6

GIVING BACK

Who have you personally helped in your professional, personal, and family life?

NAME	HELP GIVEN	NEXT STEPS
Mr. Example	Gave him feedback	Mock interview

