

THE PACK CONTRACT

Revenue professionals, you're here because you want to improve your performance and your career.

We're happy to have you.

Before we get started, let's set the table:

- **There's a lot of content out there, and it can be difficult to keep navigate.**
- **No single person is the end-all, be-all expert in our line of work. Diversity and open-mindedness is key.**
- **There's rarely only one right way to do things – we want you to take this information, and adapt it to your needs.**
- **Learning from our mistakes will power us to greatness.**

The last bullet is most important. There is not a single piece of content on The Wolff Den that hasn't been tried and tested to failure before.

In other words, I have been guilty of the same mistakes that I write about NOT to do. (And so is everyone else, no matter their title or experience.)

Making mistakes, coming up short...that is not what defines our work and our worth.

Admitting that we make mistakes, understanding we have to learn and grow, and then committing effort to improve...THAT defines us.

Our journey starts with YOU. Are you willing to admit you make mistakes, and there are areas and skills which you need to improve?

If you don't do that, we cannot move forward.

But if you do...we are not here to judge you. The Pack will embrace you for recognizing that you want to do better, to improve.

So before we do anything, ***why are you here? Where are you falling short? Do you embrace our mission that we will make mistakes, but we are united in our efforts to learn and grow from them? Will you help others that come after you?***

If the answer is “Yes,” welcome to The Pack. Let’s go on The Hunt together.

-Brian Wolff
Founder & CEO, The Wolff Den



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