

THE MOST IMPORTANT **SALE** YOU'LL EVER MAKE



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CHALLENGE

Marketers are constantly facing cuts in resources, but increased pipeline obligations.

CS professionals are dealing with increased churn as companies shed tech tools, and larger upsell quotas as rev leaders seek to mine current logos for expansion growth.

According to [RepVue](#), 60% of sales reps missed quota in Q3 2023. For the better part of 22-23, ENT attainment has been reported below 40%.

Does that make the majority of sales professionals bad at their jobs?

No.

In fact, it's the opposite: the majority of sales professionals are good at their jobs.

Can you think of how many actually poor sales people you've worked with in your life? (The clueless, the incompetent, the immoral, the lazy?)

Guarantee it's a small number. The majority of people are good, honest, hard-working and pleasant - all traits that are perfect for revenue professions.

So how do we get more people to hit their number regularly, and shed the reputation the market saddles us with when we fall short?

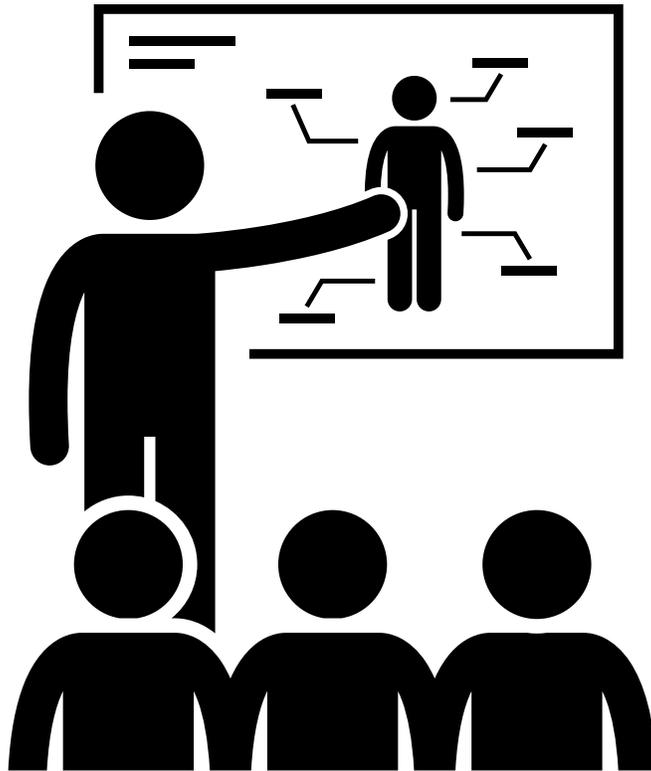


It starts by understanding that, of all the things we don't control, we have to wrestle back ownership of the one variable we actually DO:

TRAINING & LEARNING

Revenue professionals, it's time to acknowledge you, and only you, are responsible, interested and best-positioned to be your own supreme advocate for career improvement.

Why though? In this world full of social resources and corporate training programs, why are we the ones that have to take control?



DOSE OF REALITY

Let's look at the realities:

When hired, you are a number in a corporate finance sheet, a plug-and-play to hit a revenue number.

Your company does not exist to make you a better salesperson. They exist to leverage your skill to be a richer company.

To do that, the priority is ramping you quickly on product knowledge and internal process. Why do you think onboarding materials emphasize these items, but rarely touch on the actual psychology and skills of marketing, sales and customer success?

So if you're not getting it from the seat you're occupying 40 hours a week, where else?

Most are exposed to the world of sales for the first time via the media. Films like Glengarry Glen Ross, Wall Street, The Boiler Room, and The Wolf of Wall Street all hold recognizable clout and pop culture significance in popularizing the profession.

While entertaining, they are also some of the worst examples ever made of how to conduct yourself as a sales professional.



Don't believe me? Spoiler alert: all 4 films end with main characters going to jail for crimes related to their revenue activities.

So the media's done a poor job, where else?

Up until the last decade or so, there were basically no sales-focused curriculums at the collegiate level in the United States, and no accredited degree programs.

There's been improvement in the area (see [U.S. News](#)) but for those of us who aren't pulling a Rodney Dangerfield, we won't benefit. And with only roughly 20 school choices, there isn't a wide range that is available like other majors.

"Hey, I thought you were going to talk about selling, not the lack thereof!"

We're setting the stage, classic problem identification...so if we can't get our solution through our work, the media or university, what else to do?

We create our own solution.

Again, you have to wrestle back ownership. So here it is:



The most important sale you'll ever make is closing yourself on the time and effort to become a more educated, more skilled, more intelligent revenue professional.

WHAT DOES THAT LOOK LIKE?

- **Creating, testing and documenting your own process and success, and not relying on corporate-provided alternatives.**
- **Marketing and promoting your own brand, telling your own success stories, and making yourself indispensable.**
- **Commitment and discipline in scheduling time to pursue certifications, additional training and enablement opportunities, and peer learning.**
- **Studying new materials, techniques, and research to fill knowledge and skill gaps.**

You have to make the investment in you. Only you will put yourself #1.

It's a daunting task that never ends, because as you progress in your career you will only continue to accumulate experiences (and accolades.)

But remember that YOU never end. This is a need that never goes away, so you have to constantly sell yourself. That requires the investment.



GETTING STARTED

Here's some recommendations:

1) Document your own sales philosophy, mission and playbook. Your best practices and style won't change much from role to role. Plot from beginning of cycle to end. Notate what works and what doesn't. Don't fret about gaps - use those as focus areas. It's a living document, update regularly.

2) Collect written recommendations from colleagues, leaders, and customers. Thank them before and after for contributing. These are your personal success stories and future referrals.

Document all of your wins immediately thereafter, just like updating your CRM. These are your trophies. Win emails, messages of thanks, executive shout-outs, leaderboards, etc. are all great attention getters and proofs.

3) Schedule at least 1-2 hours weekly to study outside content. It's rife on LinkedIn, you won't have trouble finding good ideas. The mission here should be not to simply copy/repeat what people say and do, but to understand WHY it works and then apply it with your own personal touch.

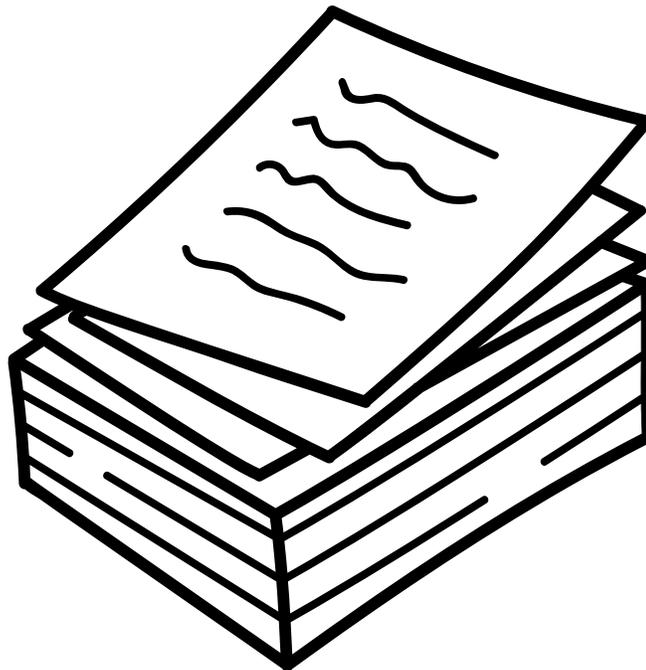
At the same time, schedule time with your org's top performers. Pick their brain on common scenarios, language, their strategy and thinking.



Most importantly, study their habits. Compare to yours and find the gaps or new perspectives.

4) There's no substitute for study and practice. Books like Gap Selling Never Split The Difference, The Challenger Sale, You Can't Teach A Kid to Ride A Bike at a Seminar & more have all taken on massive recognition in the profession. Again, find what you like, blend the best ideas and incorporate your personal style.

Certifications like MEDDIC can add tremendous value to your knowledge base and process, and look great to employers. Creating foundations and frameworks will help you stay organized as you build out your playbook and process.



CONTINUED EDUCATION

The investment in yourself never ends. The changing marketplace will create new networks, platforms and opportunities to highlight your work and identify learning opportunities.

To that point, The Wolff Den hosts regular discourse on best practices and how to accomplish these objectives. If you're open-minded and passionate about learning, **#JoinThePack** **#HuntTogether**.



