

EARLY ACCESS  
EDITION



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**MINDSET**



**STRATEGY**



**SYSTEMS**



**ACTION**

**SALES IS A CRAFT.  
THESE ARE YOUR TOOLS.**



**BETWEEN  
THE WINS**

**FREE  
RESOURCES**



# THE DAILY HUDDLE

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- GOOD NEWS: **Mandatory**
- YOUR KPIs: Current and **Forecast**
- TODAY'S TOP PRIORITIES: **Max 3**
- BLOCKERS: What's Stopping Progress?
  - ◆ Can the Team Help Solve it Now?
  - ◆ Is Manager Support Needed?

**IT'S NOT A MEETING.  
IT'S THE HUDDLE.**



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# TRUE NORTH

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EDITION

→ FIND THE REAL PROBLEM

- ♦ What Hurts — and **Why?**

→ FIND A REAL FIT

- ♦ Can We Help — **In a Way That Matters?**

→ FIND A REAL WIN

- ♦ Should We Do This — Together? **Now?**

**IF THEY DON'T HAVE A REAL PROBLEM,  
YOU DON'T HAVE A REAL PROSPECT.**



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# NO DIAGNOSIS, NO TREATMENT

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- ❑ What Are They Trying To Solve?
- ❑ Why Now? What Changed?
- ❑ What's the Timeline or Urgency?
- ❑ Who Else Needs to Say Yes?
- ❑ What Does Success Look Like?
- ❑ What Happens if They Do Nothing?

**QUESTIONS FIRST.**  
**GLOVE LATER.**



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# PROVE IT'S WORTH SOLVING

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## → DETERMINE SEVERITY

- ◆ CRITICAL → **Must Solve Now**
- ◆ IMPORTANT → **Is it Escalating?**
- ◆ INTERESTING → **Budget: \$0**

## → FIND EVIDENCE

- ◆ Impact on Cost / Revenue / Risk
- ◆ Impact on Them / Team / Customers
- ◆ What Breaks if They Wait?

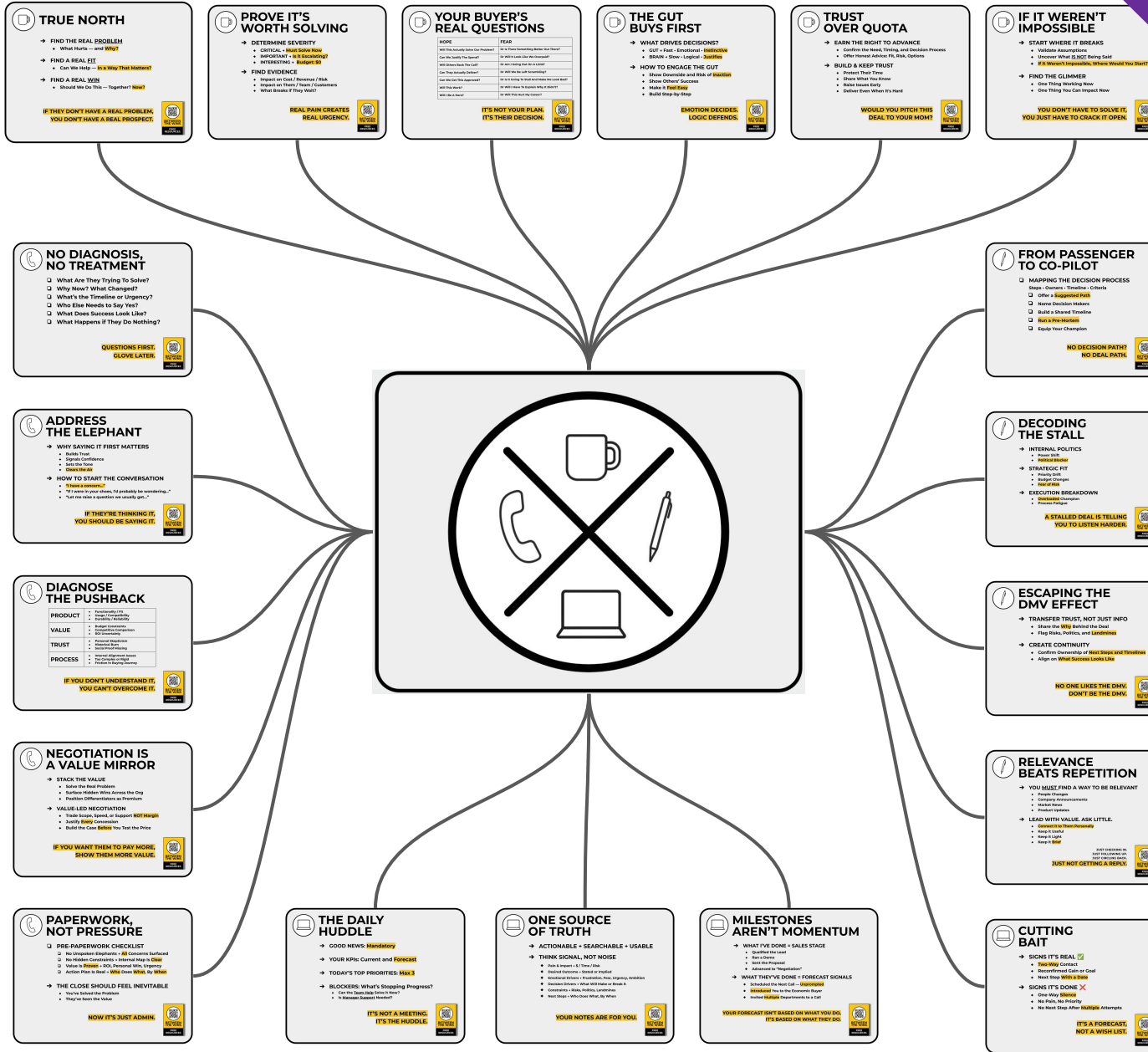
**REAL PAIN CREATES  
REAL URGENCY.**



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- MINDSET
- STRATEGY
- SYSTEMS
- ACTION

QR CODE

**BETWEEN THE WINS**

FREE RESOURCES