

T H E W O R K B O O K

SELLING YOUR WAY **IN**

**THE PLAYBOOK FOR
SETTING YOUR INCOME
AND OWNING YOUR LIFE**

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Thank you for purchasing *Selling Your Way IN: The Playbook for Setting Your Income and Owning Your Life*.

I'm excited for you to start your journey to be coming a Top 10 Percenter! This workbook is intended to be a companion to the book and will provide you an opportunity to take the time to be thoughtful about what you want your career and life to look like.

I would recommend you fill out the workbook as you read each chapter so that you can use the answers to the questions to help you build your plan to reach the Top 10 Percent as you progress through the book. If you take this approach, by the time you reach end of the book you should have a framework and a plan in place that you'll be able to execute on.

At the end of each chapter in Section 2: Principles and Processes for a Rock Star Sales Process you'll find homework listed. Most of these homework items will also be found in the workbook. If you don't use the workbook for Sections One or Three, I would encourage you to use the workbook throughout Section Two. This will help you personalize your processes to make sure you are able to play to your Superpowers and Secret Weapons.

Thank you for trusting me to help you reach your full potential, own your income, and enjoy the life you deserve.

Kristie K. Jones



LESSONS TO SELL BY

Sales is about people, and the people in your life matter more than you know.

YOUR CIRCLE MATTERS:

Who is in your inner-circle?

1.

2.

3.

4.

5.

What does each person contribute to your personal or professional growth?

1.

2.

3.

4.

5.



LESSONS TO SELL BY

DO THE RIGHT THINGS AND THE RIGHT THINGS WILL HAPPEN:

What are some “right” things that you aren’t doing today that you could be doing to create “right” things to happen?

WHEN THE UNIVERSE SPEAKS...LISTEN:

List any missed opportunities that you regret because of not listening to the Universe.

What can you do to increase awareness of the Universe conspiring to support you and lead you in the right direction?

1

SECTION ONE

DEVELOPING YOUR PERSONAL PLAN FOR BECOMING A ROCK STAR PROFESSIONAL

CHAPTER 1

You've Got to Meet Yourself Before You Meet the Prospect

Waiting tables taught me that I like to be rewarded with money, and I want to have the ability to control what I make.

What's your reward structure? How do you like to be rewarded?

What takes the wind out of your sails?

What are your best personality traits? Which ones do people often notice?

What's your risk profile? Dare Devil or Cautious Cathy?

CHAPTER 2

Recognizing and Leveraging Your Rock Star Sales Traits

Confidence will take you places you can't go without it!

On a scale of 1 to 10 how confident are you feeling right now?

1 2 3 4 5 6 7 8 9 10

Why did you pick that number?

On which of these confidence building tips listed in the book do you rely? (circle those that apply)

- Awareness of your body language
- Stop negative self-talk in its tracks
- Pull from past successes
- Practice discipline
- Show your grit
- Have a short memory
- Develop a dash or rebel
- Bring your own pom-poms
- Turn on the charismas
- Practice realism
- Develop resilience
- Practice self-care
- Maintain integrity

Which of these could you develop or rely on more often?

CHAPTER 3

Play to Your Strengths

To play to your strengths, you must be in the correct sales role.

Are you in the right sales role? Why or why not.

How are you preparing for your next step-change?

What would a step-change sales role be for you? Consider title, expectations, and income.

CHAPTER 4

Know Your Strengths

You can't be successful if you don't have awareness about your strengths, and you certainly can't play to your strengths if they're still shrouded in mystery.

What sales activities come easy to you?

What do you enjoy doing?

About what do others turn to your for help or advice?

Are there skills you have that aren't being used in your current role/company?

CHAPTER 5

Choose the Right Seat on the Bus

When you know which role is best suited to your strengths and preferences, you can put yourself in the right position to become that true Rock Star.

Are you a hunter or farmer?

(Take the quiz on page 71 if you're not sure.)

What parts of your role do you love?

What comes easy to you?

What do you wish you could hire someone else to do for you?

What parts of your role get your heart rate up?

Get really honest with yourself... Are you in the right sales role to achieve being a Top 10 Percenter and #ownyourownincome?

CHAPTER 6

Choose Your Swim Lane

Owning a swim lane is a more direct route to success. It sets you apart from coworkers and competitors alike. It will make the journey easier. It will increase your chances of success and the speed at which you get there. Having a swim lane is all about focus.

What did you love about the positions you've had and the companies you've worked for?

What are you better at than your coworkers and competitors?

What industries do you seem to gravitate towards?

What type of products/services were easier for you to sell?

Do you like a shorter or longer more complex sales cycle?

What challenges are my coworkers facing when they come to me for advice?

Do you prefer smaller companies with less structure or larger companies with many SOPs?

CHAPTER 7

Develop Your Secret Weapon Strategy

A secret weapon can be anything that makes you great with people, helps you connect the dots in a complex deal, makes you super diligent and dependable, or anything else that makes you just a little better at one or more areas essential to the sales role you've chosen.

What's the one sales skill or personality trait you know you can rely on when the going gets tough?

What is your strength strategy for honing your Secret Weapon?

Who could coach you and help you develop it further?

How can you pressure test your Secret Weapon (in a lower risk way) so you can be sure you can rely on it during tough times or situations?

CHAPTER 9

Get Real and Get Real Committed

You need to get real with yourself about three things: what you really want and how you define success, what you're really good at and love doing every day, and what you're really going to do and do well.

What does success look like for you?

How does it feel?

CHAPTER 8

Gather Your Resources

Sales is a very rewarding profession, but it can also be stressful and filled with rejection. You need to have a circle you can turn to when you don't know what you don't know and when you need a pick-me-up.

Do you have a sales support group?

Do you have a formal mentor relationship with someone who's "been there"?

Are you working for someone who will make you a better person AND sales professional?

How are you investing in yourself personally and professionally?

2

SECTION TWO

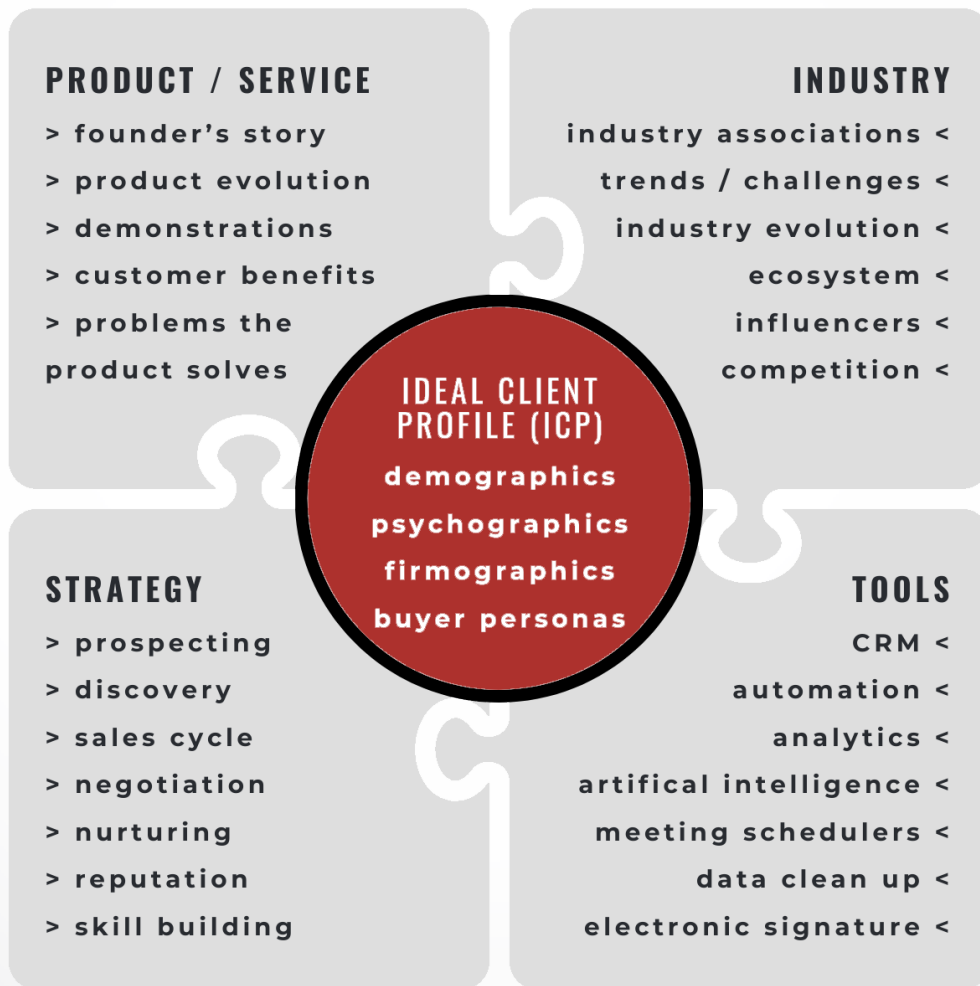
PRINCIPLES AND PROCESSES FOR A ROCK STAR SALES PROCESS

CHAPTER 10

The Sales Information Framework – What you Need to Know

If you don't choose your customers, they will choose you.

THE SALES INFORMATION FRAMEWORK



CHAPTER 11

Know Your Ideal Customer Profile

For a worksheet to help you figure out your ICP head to the resources section at www.sellingyourwayin.com.

To help you with this section of the workbook I'm recommending you schedule time with your Account Management, Customer Success, or even your Customer Service team to better understand, from their perspective, which customers they love to work with who are getting value, and which customers aren't getting value and will never recommend your product to others.

Next document the information you gather, noting trends and commonalities among the highest value customers.

HERE ARE SOME QUESTIONS TO ASK YOUR TEAMMATES TO GET YOU STARTED:

What is the firmographic data of companies that are already customers?

- Industry
- Number of years in business
- Number of employees
- Annual revenue
- Location of headquarters and/or other offices and properties
- Type of organization (public, privately held, benefit corporation, etc.)
- Fortune rating (if applicable)

What are the demographics of your influencer and buyer?

- | | |
|---------------|-------------------|
| • Age | • Gender |
| • Occupation | • Ethnicity |
| • Geolocation | • Education level |
| • Religion | |

CHAPTER 11

Know Your Ideal Customer Profile

What are the psychographics of your influencer and buyer?

- Personality characteristics
- Lifestyle
- Social class
- Attitudes
- Principles & beliefs
- Activities & interests

What does a day in the life look like for your buyer?

- What are their job responsibilities?
- How are they reviewed and held accountable?
- What does their career path look like?
- What keeps them up at night?

Write out your personal ICP—the companies you think you will have the most success selling into.

Write out which personas you think you can connect and relate to on a personal level to have the best chance of closing the deal.

CHAPTER 12

Know Your Product or Service

A half-baked product is worse than one that's still raw.

What problems do your prospects have that your product or service solves?

What is the financial impact of those problems on their company?

List the benefits of your product/service:

Which features tie back to these benefits?

List the use cases that you will share during the sales cycle:

CHAPTER 13

Know Your Industry

No one gets on board with what you're selling until they believe you know why they're buying.

What industry groups do you belong to?

Who are your industry's influencers?

Are you a member of your industry's association?

How many industry events, conferences, and/or tradeshows have you attended in the past year?

List your top 3 competitors:

- 1.**
- 2.**
- 3.**

What is the major differentiator for each of them?

- 1.**
- 2.**
- 3.**

CHAPTER 14

Know Your Strategy

A good product won't survive a broken process.

What formal sales training have you been provided or taken on your own?

What sales methodology will you use as your framework?



PROSPECTING STRATEGY

What prospecting methods are you currently using?

Which prospecting methods will best play to your secret weapons and sales superpowers?

CHAPTER 14

Know Your Strategy



DISCOVERY STRATEGY

List the most important discovery questions you'll need to ask throughout the sales process to help you determine "fit".

- 1.
- 2.
- 3.
- 4.



SALES CYCLE STRATEGY

Document your sales stages and then create a checklist of actions that need to happen at each stage.

CHAPTER 14

Know Your Strategy



NEGOTIATION STRATEGY

Document what your give/gets will be during a negotiation.



NURTURING STRATEGY

Determine how you'll nurture your NRNs (Not Right Nows) and your closed/lost prospects.



REPUTATION STRATEGY

Create a personal branding statement: I help.....

CHAPTER 14

Know Your Strategy



SKILL-BUILDING STRATEGIES

What industry experts and groups do you follow on social media?

What podcasts do you listen to regularly?

What industry associations do you belong to?

What industry conferences can you commit to attending in the next 6 months?

Who's your mentor?

Do you belong to a networking or mastermind group? If not, what should you be joining or starting on your own?

CHAPTER 15

Know Your Tools

Sales Enablement Tools aren't a punishment, they're a gift from your company.

Which sales tools do you rely on the most?

Do you have personal reports and dashboards set up in your CRM with just your data in them?

What does your personal sales data tell you about what you do best?

How are you using AI to be more efficient?

CHAPTER 16

Process, Planning, and Prospects— Decisions and Actions

SETTING UP YOUR PERSONAL PROSPECTING, DISCOVERY, AND SALES CYCLE PROCESSES

What will your personal prospecting strategy be? How does it play to your strengths?

Determine criteria for moving a prospect from one stage of the sales cycle to the next stage.

How long should a prospect stay in each stage before they start to fall into the “Stalled” category and are moved to closed/lost?

Outline your “walk-away” strategy.

How will you hold your prospects accountable?

CHAPTER 16

Process, Planning, and Prospects— Decisions and Actions

SETTING UP YOUR NEGOTIATION AND NURTURING PROCESS

How will you nurture your NRNs and your Closed/Lost prospects?

How will you improve your negotiation skills?

Under what circumstances will you be willing to negotiate?

Create a list of “gives” you’ll be willing to negotiate and what “gets” you’ll want in return.

GIVES:

1.

2.

3.

4.

GETS:

1.

2.

3.

4.

CHAPTER 17

Your Unique Value Proposition

Refer to your Rock Star traits you listed in Section One. List them here:

Identify individuals who accurately mirror your personality traits.

Ask them this question “How would you describe me when I’m at my absolute best”?

Add their answers to the list you started with the Rock Star traits.

CHAPTER 17

Your Unique Value Proposition

Look for themes and similarities. Consolidate and distill descriptors until you have five or six you choose to highlight.

- 1.**
- 2.**
- 3.**
- 4.**
- 5.**
- 6.**

Write out all the ways that each of these traits creates value for others.

How will you put these traits into practice every day?

3

SECTION TWO

**BRINGING IT ALL TOGETHER AND
CREATING ABUNDANCE**

CHAPTER 18

Mastering The Mental

What negative self-talk creeps into your mind?

What positive thoughts will you create to replace the negative ones?

What do you want the future to look like? Close your eyes and really see it happening.

Who's in your inner circle? Who are the people on your journey that you can count on to support you, challenge you, and make you a better person and sales professional?

What daily affirmations do you want to repeat each day?

CHAPTER 19

Leveraging What You've Created

What relationships would you like to strengthen?

How will you invest in yourself, personally and professionally?

How are you continuing to nurture the seeds of success you've planted?

CHAPTER 20

Choosing Your Three Things: The Formula You've Been Waiting For

What are the three things you do consistently that you BELIEVE make you successful?

1.

2.

3.

What habits do you need to establish?

What do you need to be more disciplined about to reach the success you desire?

CHAPTER 21

Chapter: Be Generous with Your Overflow

What expertise do you have that someone or an organization could benefit from?

How can you be more generous with your overflow?

CHAPTER 22

Chapter: Making the Right Moves at the Right Time

What are your short-term professional goals?

What are your long-term professional and personal goals?

Does your current role support your long-term goals?

What would cause you to leave your current role?

What would the next opportunity need to look like before you would be willing to leave your current role?

**How many roles do you think you are away from the last role you'll have?
Why did you pick the number you did?**

CHAPTER 23

Knowing Yourself is a Shortcut to Success

What have you learned about yourself professionally from your past roles?

What are your non-negotiables as it relates to career opportunities?

CHAPTER 24

Close the Skill Gap

What core sales competencies are underdeveloped or missing that you believe could keep you from becoming a Top 10 Percenter?

What's your plan to improve the missing or underdeveloped sales competencies?

CHAPTER 25

Time for an Audit

What are your 3 take-aways from the book that you are committed to take action on?

1.

2.

3.

CHAPTER 26

The Work to Get to the Top Doesn't Happen at Work

How much lifetime income do you think you're leaving on the table by not being a Top 10 Percenter?

INCOME MATH

BASE SALARY:

What is your current base salary? \$ _____

What would it be if it were 35% higher? \$ _____

What's the difference between the two annually? \$ _____

Multiply that number by the number of years you expect to continue working:

\$ _____ = Base salary money you're missing out on by not getting to the Top 10%.

CHAPTER 26

The Work to Get to the Top Doesn't Happen at Work

VARIABLE (COMMISSION & BONUSES)

What's your annual variable income currently? \$ _____

What could it be if you were going to hit quota this year?

\$ _____

What's the difference between those two numbers annually?

\$ _____

Multiply that number by the number of years you expect to continue working then add:

40% if your current quota is \$500K or lower

30% if your current quota is \$501K to \$1,000,000

20% if your current quota is \$1,000,000 to \$1,500,000

10% if your current quota is over \$1,500,000

What's your new annual variable number? \$ _____

Add your new annual base salary to your new annual variable number:

\$ _____

CHAPTER 26

The Work to Get to the Top Doesn't Happen at Work

What would adding that amount of income annually allow you to do/have that you aren't able to do/have today?

What are you doing to improve your **Physical health**?

What are you doing to improve your **Relational health**?

What are you doing to improve your **Mental/Spiritual health**?

What are you doing to ensure you continue to **Learn and Grow** as a person?

CHAPTER 27

My Job is Done. Now Yours Begins.



**THE FINAL AND MOST IMPORTANT QUESTION
YOU NEED TO ASK YOURSELF:**

Are you willing to do the work, outside of work,
that others aren't willing to do so that
you can be part of the Top 10 Percenters Club?