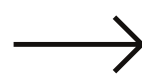




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The Fundamentals - How to Be a Badass Salesperson



CREATED AND WRITTEN BY:
Monie Wilder



Welcome to the team:

It's my belief that sales is one of the most important and noble functions in our world and the salesperson, integral to our ability to progress and grow.

The exchange of a service or product between parties to fulfill a need is one of the most basic ways humans interact. To be the bridge, the translator, the protector, the problem solver, the innovator is the role of the salesperson. Being a salesperson, especially a great one is, without a doubt, badass.

Salespeople at their best are master communicators who can often know what a client needs more than the client themselves does *and* has the ability to articulate these needs in the form of deals that are full of brilliant solutions for their clients. The ones worth emulating have genuine joy, love, and passion for serving their clients and also have a love of good old fashioned deal making. Not everyone is born with instincts to create deals, especially intelligent ones, this is why great salespeople feel like magicians to their clients.

The Fundamentals are a compilation of the ideas and themes I've come to rely on to create awesome outcomes for my clients. My goal with documenting these is to hand you something that can apply to just about every challenge/opportunity you may encounter in the sales world and show you a way to lead yourself and others to beautiful successful outcomes. I picture each like a skill that you drill and drill, much like an athlete does, until it becomes second nature. After all, you never know when it'll be time to step up to the plate and execute to put together or save a deal!

The Fundamentals may grow and change as we continue to learn more together - only fitting given how a growth mindset is the only true way to stay at the top of your game in anything. But this is the first draft, warts and all.

I hope these add a ton of value to you. I appreciate your consideration of them truly; I wrote these from the heart.

Without further ado - The Fundamentals

Monie Wilder