
“RISE OF THE WORLD CLASS SALES LEADER”

WEBINAR GUIDE 2018



The world class sales leader is that rare breed of leader, with the right mindset, the right competencies and the right tools to activate the potential of their teams and themselves.

-BILL CASKEY



THE CHALLENGE

**FRUSTRATED THAT YOUR TEAM ISN'T PERFORMING?
OVERWHELMED AT ALL THE TASKS THAT FALL INTO YOUR LAP?
TRIED TO ASSEMBLE A LEADERSHIP SYSTEM - BUT GET NO TRACTION?
FEEL LIKE YOU'RE "WINGING IT" EVERY DAY?**

THE PURPOSE OF THIS HANDOUT

This handout is designed to be used as a guide in conjunction with **“Rise of The World Class Leader webinar.”** We want to share elements that we've found are essentials to being a World Class Sales Leader AND building a team that is unstoppable.

Welcome to this exciting journey on how you can expand your influence and build a team that is self-managed and outstanding.



**WORLD  CLASS
SALES LEADER**

TRENDS & STATISTICS

TRENDS MEAN A LOT. ESPECIALLY WHEN STATS TO BACK THEM UP. HERE ARE A FEW. MASTER THE TRENDS AND YOU MASTER YOUR FUTURE.

+75%

+77%

+30%

+12%

+40%

+55%

THE NEW LANGUAGE

YES, WE KNOW, SOME OF THESE TERMS MIGHT NOT BE NEW TO YOU BUT...
THEY ARE TERMS YOU, AS A WORLD CLASS LEADER, MUST BECOME
COMFORTABLE WITH

COST PER LEAD

LIFETIME VALUE

MARGINAL INCOME

THE NEW LANGUAGE

MARKETING FUNNEL

MONEY VALUE OF TIME

EXPOSE THE MYTHS

OUR BELIEFS GOVERN OUR ACTIONS - AND OUR DECISIONS. WHEN WE BUY INTO FAULTY PREMISES (MYTHS) WE LIMIT OUR SELVES AND OUR TEAMS.

#1

HIRING SEASONED VETS IS MY LONG TERM ANSWER

#2

PRESSING YOUR PEOPLE TO DO MORE BEHAVIOR LEADS TO BETTER BEHAVIOR.

#3

WORKING LONGER HOURS - GRINDING AWAY - LEADS TO WORLD CLASS RESULTS.

#4

TRAINING, COACHING AND MENTORING IS FOR THE STRUGGLERS

#5

JOB STRESS IS THE PRICE I PAY FOR HIGH ACHIEVEMENT

THE SEVEN STRATEGIES

THE QUESTION IS, “WHAT DO YOU NEED TO BE SKILLED AT IN ORDER TO ACHIEVE YOUR GOALS AND ACTIVATE YOUR TEAM’S POTENTIAL?”



01 PERFORMANCE COACH

You are in the business of activating your team’s performance and potential. How do you do that?

02 TALENT DEVELOPMENT

There is likely a spectrum of talent on your team. To create proper career advancement, each person must be assessed individually to arrive at a coaching plan.

03 MARKETING / POSITIONING

As sales leader, marketing should be of the utmost importance to you. The most important element is “lead generation systems.”

THE SEVEN STRATEGIES (cont.)

04

SELF CARE

Leadership taxes you. It's why 72% of leaders say they are stressed.

Taking care of your self is not for wimps - it's for winners.

05

VISION / STRATEGY / CULTURE

The statistics suggest that sales leaders spend very little time on vision

- creating it OR communicating it. We all need to do better here.

06

THE MINDSCAPES

At the foundation of world class leaders is the attention they are paying to

how they think. How you think determines your actions - and your results.

07

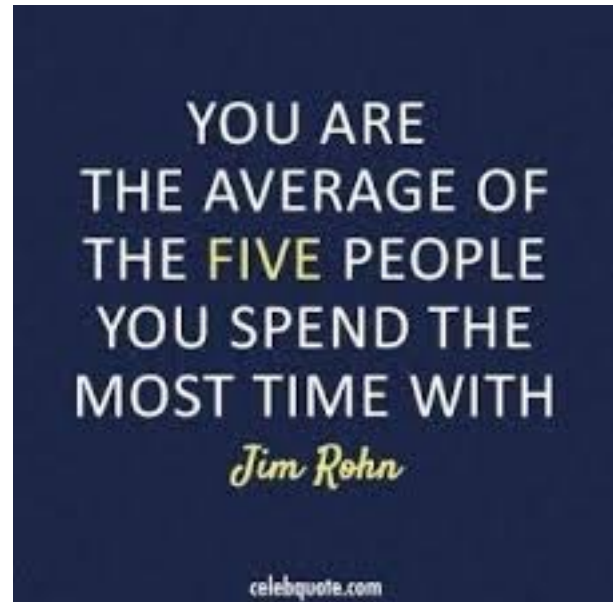
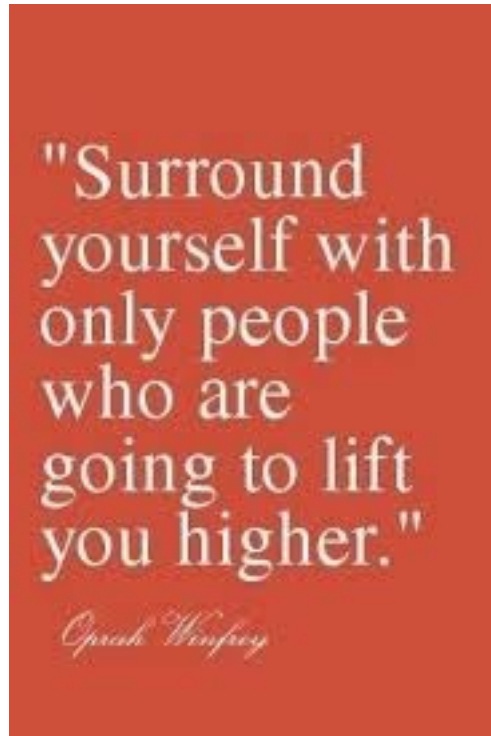
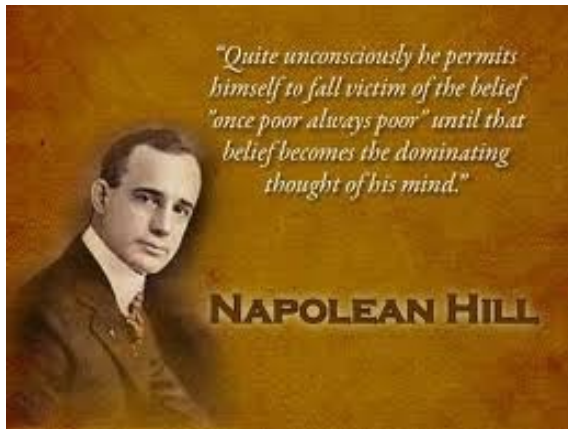
TIME & PRODUCTIVITY

Time is your friend and your #1 Asset. So, how you spend it

determines your destiny.



A MASTERMIND FOR LEADERS



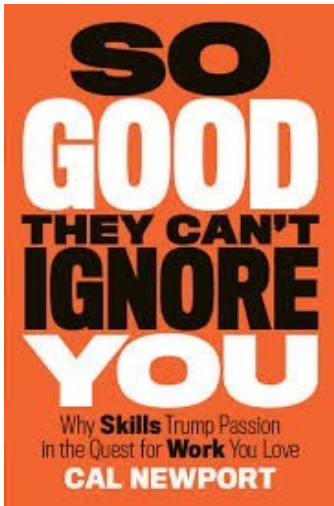
THE PURPOSE

The purpose of any Mastermind Group is for its members to collaborate, discuss problems, and test new ideas **in a safe and confidential environment.**

This group environment and support will allow you to make better decisions resulting in an increase in revenues, efficiencies, profitably and self-awareness as a leader.

The Mastermind group is similar to having an **objective board of directors, a success team, a peer advisory board, and a coach all rolled into one that holds the other members accountable for their commitments.**

FROM CAL NEWPORT



“ To achieve a successful and fulfilling career almost always requires that you first invest the time and effort required to develop a set of rare and valuable skills. ”

Great careers are in demand: if you want one, you have to offer something great in return. *This usually comes in the form of hard-won abilities that the market values, which, in the following, we can refer to as career capital. It's this career capital that you leverage to obtain the types of traits that make great jobs great.*

The importance of career capital sounds obvious in hindsight, but it contrasts with most popular advice on this topic. If you hear someone opine on strategies for “finding work you love,” they'll usually focus on two things: reflecting carefully on what you really want to do, and then having the courage to go after it.

Contemplation and courage can be important, but focusing on them too much in the context of career thinking has the negative effect of distracting you from the hard and non-obvious work required to build enough career capital to acquire what you want.

CAREER CAPITAL INVENTORY

Fill this out with honesty and self-awareness. If you don't know, ask those that would not be afraid to tell you the truth. This provides the path to you bringing rare and extreme value to your constituents.

BEGINNER

WORLD CLASS

1 PERFORMANCE MOTIVATION

Would your team say you are "supremely motivational?" This is the notion of how coachable your team is based on your leadership.



2 TALENT DEVELOPMENT

How effective are you taking people and helping them craft their own plan to personal growth? Taking the "at leaster" and turning them into a "winner."



3 MARKETING | POSITIONING

Do people come to you when they have a marketing problem? Are you well-versed in new marketing strategies that move the needle? Includes Social, Media Platforms, and Plans.



4 SELF CARE

Fit? Strong? In good shape? Take care of yourself so you create the energy to withstand the 'flings and arrows' of the position?



5 VISION | STRATEGY | CULTURE

Would your team (and CEO) say that you have mastered the creation of strategy? A culture that is high performance with minimum turnover.



6 MINDSCAPES

A strong mindset, resilient to setbacks. When you show up, do people see a desperate soul, or someone who rocks with abundance and *true* confidence.



7 TIME & PRODUCTIVITY

Are you well organized, productive every day? Are you working on the 20% actions that lead to the 80% of results?



IS IT YOUR TIME?

THERE COMES A TIME IN OUR LIVES WHEN WE MUST DECIDE OUR FUTURE. WILL WE REPEAT THE PAST OR WILL WE LOOK FOR NEW WAYS TO GROW OUR TEAM AND OUR SKILLS?



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JOIN ME ON THIS JOURNEY...

There are a lot of people who are depending on you to be at your best. Your team. Your leaders. Your family.

Consequently, I've given you some tips in this guide to jump-start a new level of success as a WORLD CLASS Sales Leader. But there is more. I've created a MASTERMIND experience called The World Class Sales Leader. I call it that because I know you have it in you to be "world class."

It doesn't require tons more work. In fact, it merely requires you to rethink your role and your skills. And I hope to be your guide on that journey. When you embark, I can promise the same thing I promise my coaching clients: **You will see a change in your confidence, your methods and your skills. And the result will be wild success with your team.**

You see, I don't want your future to be the same as your past. It will be better. So, come aboard. It's your time to rethink what it means to be a sales leader.

To see if it fits your career, schedule a call with me at:

www.billcaskey.com/worldclassinfocall

WORLD CLASS
SALES LEADER

