

THIS IS YOUR YEAR TO SHINE

RALPH BARSI

A talk crafted exclusively for Kahua's SKO
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Talking Points

- My background, for context
- Decide today to be a big success
- Develop mental toughness
- Raise your standards
- Execute and deliver results
- Develop an attitude of gratitude



Ralph Barsi

GTM ADVISOR

Scale Venture Partners

Aircover

Testbox

TopHap

Emitwise

INVESTOR

GTMfund

Latchkey Brewing

ALUMNUS

Tray.io - VP, Global Inside Sales

ServiceNow - Sr. Director, Global Sales Development

Achievers - VP, Field Operations

InsideView - Manager, Sales Development

Compliance 360 - Director, Business Development

ralphbarsi.com

“Get serious about your career...

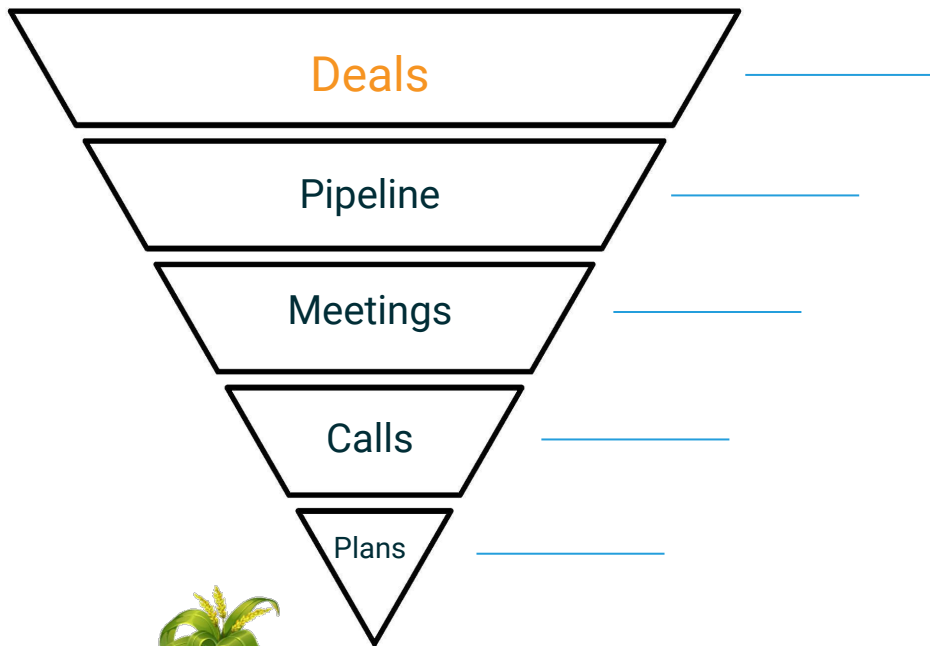
...decide today to be a big success in everything you do.” - Brian Tracy

We reap what we sow

- Our relationships and network
- Our writing, speaking, and listening
- Our values and how we live them daily
- Our brand, integrity, credibility, and rapport
- Our purpose, our why, and who we'll become
- Our ownership, responsibility, and accountability



Sow plans to reap deals



x Closed Won deals @ \$x per quarter

x opps (single + multi-threaded) /
\$x in pipeline per quarter

x outbound-sourced Discovery calls
or demos per week

x referrals / x calls / x emails per week

Plans for Tier 1 Top 25 per month



Develop mental toughness

Two 45 min workouts

Follow a diet

1 gallon of water

Read 10 pages, non-fiction



1 workout must be outdoors

Take a progress pic

No alcohol or cheat meals

Zero substitutes

 **Fail and you'll begin again from Day 1**

Raise your standards

Example: BDR STANDARDS OF EXCELLENCE

A multi-purpose approach to **become world class**

An effective, quantifiable way to **ensure growth and development**

Where focus goes, energy flows, so we'll **bolster our skills and competencies**

Illustrate “what great looks like,” to **make better hiring and promotion decisions**

#1 PERFORMANCE

- Meet quota
- Conversions (meetings > opps)
- Activities (emails, calls, social outreach)

#2 PROFICIENCY

- Product (and problem) knowledge
- Communication skills
- Organization and productivity

#3 PROCESS

- SFDC maintenance
- Meeting hygiene
- Touch patterns, SLAs

#4 PROFESSIONALISM

- Coachability
- Leadership
- Teamwork

Model Others

The hospitality industry

Four Seasons, The Ritz-Carlton



FOUR SEASONS



THE RITZ-CARLTON

The US military

Special Ops: Army, Navy, Air Force, Marines



The business world

Amazon, ServiceNow



servicenow™

Execute and Deliver Results

The Plan on a Page (PoP) is inspired by OKRs (Objectives and Key Results):

- [A book by John Doerr \(*Measure What Matters*\)](#)
- [A book by Andy Grove \(*High Output Management*\)](#)

Column 1: Priority. The most critical components for heading north.
No more than 5 priorities.

Column 2: SMART Goal (Specific, Measurable, Attainable, Relevant, Time-Bound).
No more than 5 goals per priority.

Column 3: Owner. One owner, unless you employ the OARP model:
Owner, Approver, Reviewer, Participant.

Column 4: Status. Clear indicators: Red, Yellow, or Green.

A Plan on a Page (Sample)

SALES DEVELOPMENT LEADER: PLAN ON A PAGE - FY24			
Priority	SMART Goal	Owner	Status
Revenue Pipeline	<ul style="list-style-type: none">• Improve qualified meetings to sales 20% YoY {from 10k to 12k}• Assist sales in reducing 75% of dormant opportunities {from 132 to 33}• Maintain service level agreement of 8-10 touches in 20 days on all leads• Aim for 65% of team achieving quota (by Geo and per quarter) {+10% YoY}	Jane	
People Pipeline	<ul style="list-style-type: none">• Host 3 recruiting events/qtr; maintain bench of 5 "on-hand" SDRs per Geo• Drive SDRs to complete 75% of certifications on key skills/competencies• Promote 20% of SDRs to the field (globally)• Host 2 sales training workshops for SDRs (one in 1H, one in 2H)	John	



**3-5 critical priorities
for going north**



**3-5 SMART goals
per priority
(Think "x to y by when")**

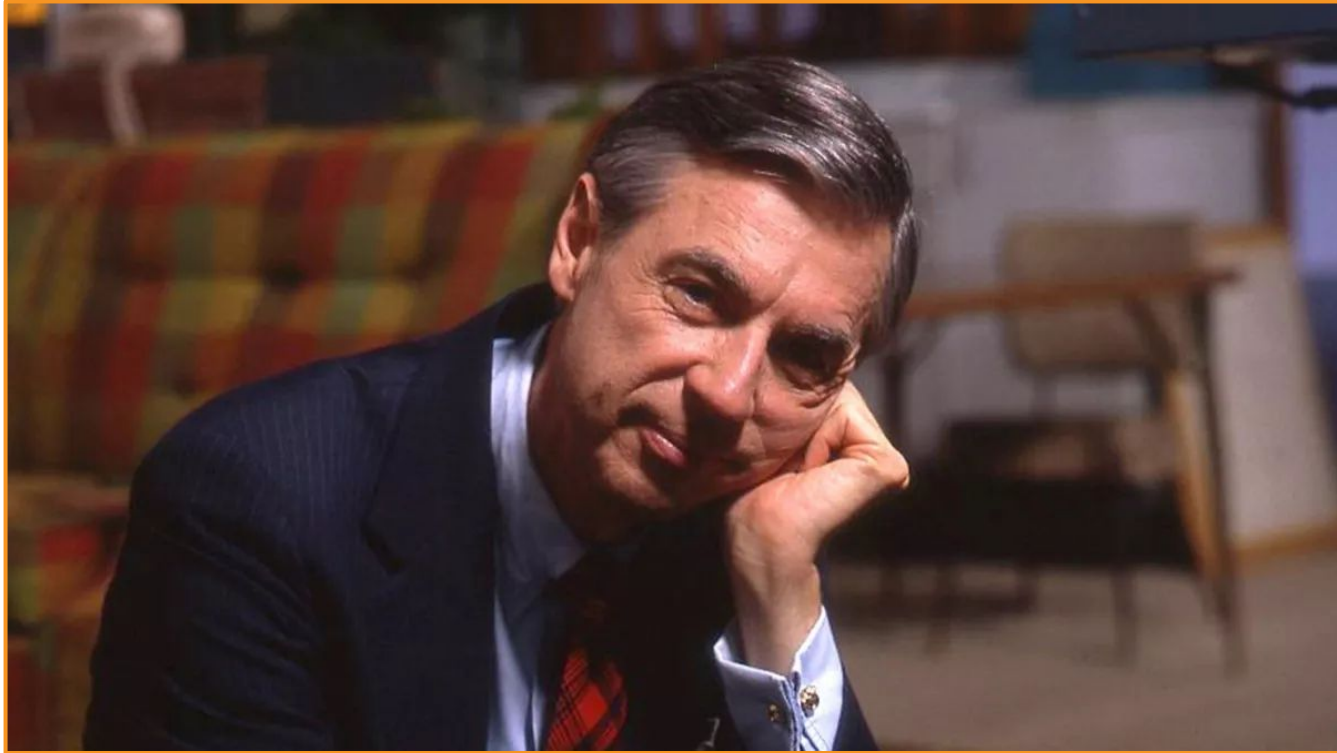


1 owner



**Simple colors:
red, yellow, green**

Develop an Attitude of Gratitude



Fred Rogers

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THANK YOU

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