RALPH BARSI

Senior Director, Global Sales Development

servicenow

**Sales Mastership:
The Difference Between Good
and Great Sales Professionals**

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BACKGROUND

Born and raised in the Bay Area

Sales practitioner for 23 years

Writer, speaker, coach, and teacher

Co-founder of a 501 (c) (3) non-profit

Drummer for 42 years

Married 20+ years and have 3 sons

This is not my work, it's my vocation

Everything I'll mention connects to:

- Shaping your attitude of gratitude,
- Building your brand, and
- Differentiating yourself from the ordinary

If you earn $40,000 a year in the US

You're in the wealthiest

3.5%

of people in the world
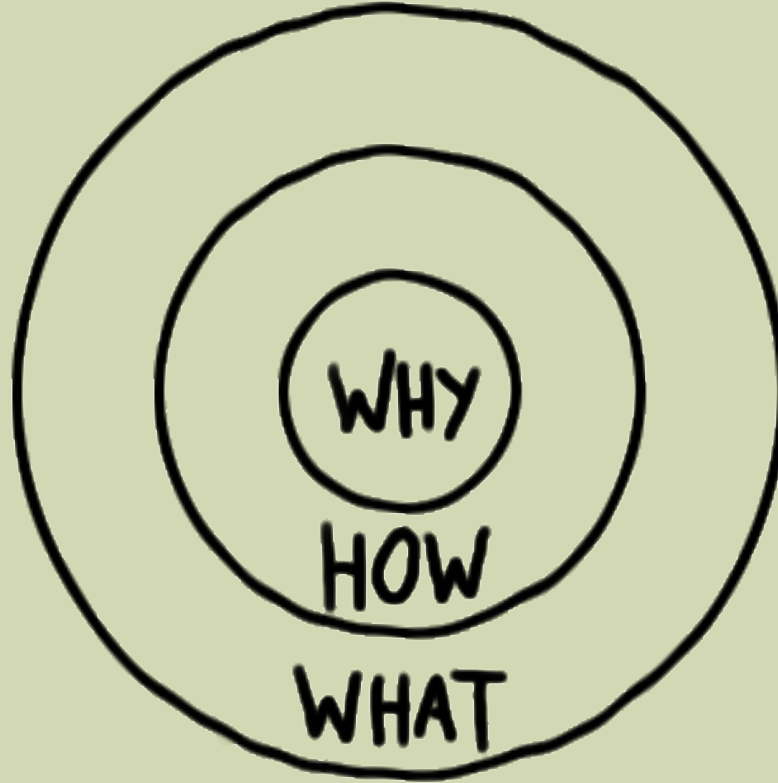
You are

52x

wealthier than a billion people

Wealthiest

Poorest

YOU ARE HERE.

worldwealthcalculator.org

WHY ARE YOU HERE?

What is your purpose?
What is your trigger?
What outcome(s) are you after?

HOW WILL YOU SUCCEED?

Work on yourself harder than you work on your job

Are you *really* doing your best work right now?

Attract opportunities, don't pursue them

This also goes for prospects and customers, jobs, income, connections, significant others, and life.

Decide to win and win first in your mind

Unless you *decide* not to tolerate mediocrity, you will remain (sigh…) mediocre.

Put a 10 on everyone's forehead

There's goodness in everyone. Try to find it.

Pay attention to the detail

Little things make the big things matter.

WHAT THE BEST DO

Ask open-ended questions
Use yes/no questions wisely.

Improve your personal branding
Read Neil Patel & Aaron Agius' *The Complete Guide to Building Your Personal Brand:* bit.ly/patel_brand.

Get to where you don't need a resume
Read Seth Godin's "Why Bother Having a Resume?" bit.ly/why_resume.

Show your work
Subscribe to ralphbarsi.com and I'll share examples.

Write well
Here are 10 hints on the craft. Model the "What's News" column of the *Wall Street Journal*.

Read
Get started: ralphbarsi.com/reads or sivers.org/book.

Press the spacebar to generate color schemes!

Export   Save

Use color palettes in your graphs, charts, and presentations

I used the palette you see here for this deck: bit.ly/rb-palette
This deck also includes a font called Acherus Grotesque: bit.ly/ach-grot

#272727   #D4AA7D   #EFD09E   #D2D8B3   #90A9B7

UPCOMING PRESENTATIONS

Feb 9

HireVue ✓
@hirevue

Catch @rbarsi, major sales guru at #SalesSummit for FREE Feb 9th online! 👉 hir.vu/2ihL0iR #sales101 @Xvoyant

Ralph Barsi
Sr. Director Global
Demand Center
ServiceNow

salessummit.io

Feb 7-9

SaaStr Annual
@SaaStrAnnual

We're excited to announce that @rba @servicenow will be speaking at @Sa '17! buff.ly/2gcZxGP

NEW SPEAKER AD
RALPH BARS
SENIOR DIRECTOR GLOBAL DEMAN

SCALE TOGETHER
SAASTR ANNUAL 2017
SAN FRANCISCO FEBRUARY 7-9

saastrannual.com

Mar 7-8

REVENUE SUMMIT 2017

WELCOME TO THE NEW SALES AND MARKETING ERA

Location: San Francisco, Pier 27
Date: March 7th & 8th, 2017

◢ SALES HACKER   #FLIPMYFUNNEL

therevenuesummit.com

Apr 12-13

TOPO Summit 2017
April 12-13
Pier 27, San Francisco
topohq.com/summit

topohq.com/summit

THANK YOU

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