




**TEAM FOCUSED**  
Great sales leaders build high performing teams

**TARGET DRIVEN**  
Great sales leaders are target driven and deadline focused




**ANALYTIC & PROCESS ORIENTED**  
Great sales leaders leverage processes, technology and data to drive decisions

**STRATEGIC & TACTICAL**  
Great sales leaders dispense tactical advice and deliver strategic value




**EMPATHETIC**  
Great sales leaders value and celebrate differences in people

**COACHING MINDSET**  
Great sales leaders leverage processes, technology and data to drive decisions



# Central Purpose

To deliver the best employee and customer experience in the industry

- We recognize that hiring and developing talent is the single biggest differentiator for team success.
- We inspire team members to achieve results by delivering clarity and developing followership.
- We foster an environment for people to learn and grow through continuous two-way feedback.

- We are aligned to our goals and celebrate individual and team success.
- We instill a sense of urgency to achieve goals regardless of the circumstances.
- We acknowledge and isolate challenges that might sidetrack our team or cause them to lose focus on the objectives.

- We leverage technology and analyze data to drive differentiated action.
- We make data driven decisions that our teams can rely on.
- We are stewards of the sales process that enables positive and productive daily behaviors.

- We understand the big picture and develop a plan to support the long-term vision.
- We translate the strategy into an actionable goals that our teams can execute and win.
- We are willing to roll up our sleeves and do what it takes to help the team win, when needed.

- We create an environment where every team member feels a strong sense of belonging.
- We value the diverse perspectives of every person on and outside of our team.
- We listen and seek to understand people as individuals responding with empathy, compassion and honesty.

- We adapt our coaching style to align with the unique needs of each team member.
- We invest in observing and coaching team members.
- We help teams explore options and develop plans to achieve successful outcomes