

BeUNCOMMON

THE SALES LEADER'S PLAYBOOK FOR A
MARKET THAT NO LONGER PLAYS BY THE RULES:

HOW TO BE UNCOMMON IN AN UNCOMMON WORLD



The practice of sales is transforming faster than it ever has before, in a jagged, unstructured manner. It's being disrupted by the use of AI tooling, with buyers who look for outcomes in a completely different manner. Evaluation criteria and the make-versus-buy discussion have never been more unstructured, leaving the traditional path from evaluation to purchase fractured.

The pressure on sales to be more detailed and focused on delivering impact for their buyers is more important now than it ever has been. As a result, the traditional sales organisation has to transform the way it organises, leads, coaches, and develops the teams of people that tell the stories their buyers can see themselves within.

To facilitate this, a sales organisation has to think, plan, and function in an ever-evolving manner while competing in a world that is changing shape even faster than decisions can be made. The organisations that will thrive are not the ones with the best technology. They are the ones with the most intelligent, most capable, most uncommon people leading them. BeUncommon is created for those people.

The mission of BeUncommon is to create intelligent leaders.

This mission is achieved by **enabling you to become an effective problem solver**

THE BEUNCOMMON VALUES THAT DRIVE OUR MISSION TOWARDS ACHIEVEMENT

- Learning as a principle
- Evidence backed
- Honesty and kindness

LEARNING AS A PRINCIPLE IS DEFINED BY

- The relentless curiosity you, as an individual, have to possess in order to master the fundamentals of the job that you do
- Self-reflection on your capability today, along with perceived development areas that will allow you to be known as a domain expert
- Collaboration with others to seek personal improvement through acquisition of knowledge, from those who have trodden the path before you

EVIDENCE BACKED IS DEFINED BY

- The move from opinion to fact, as a result of hypothesis testing in scenarios that allow you to be confident of your learned capability
- Justifiable structure that is backed by previous results, where the facilitator can lead with confidence and experience allowing the receiver to trust the guidance given
- Demonstration of the impact you and your technology have that is both personalised and meaningful, in a manner that allows your buyers to see their outcomes in your solution

HONESTY AND KINDNESS IS DEFINED BY

- Being kind in the way that you, as an individual, support someone through whatever challenges they are facing and the work they are doing
- Having the tough conversations with someone about the reality of a situation at all times
- Ensuring you explain the reason behind a statement, positioning it in a way that allows the other person to make a decision for themselves

WHAT DOES IT MEAN TO BE UNCOMMON?

- It's not what you have; it's what you do that makes you uncommon
- It's outlasting your competition by working with a discipline and determination to pass through failure, making compound improvements on a daily basis
- It's having the self-awareness to ask for help at the right moment, from the right people, and acting on what you learn with urgency
- It's having the self-confidence to keep progressing forward in the face of adversity
- It's being focussed on achieving results that others deem not relevant to even attempt

BeUncommon is written for three audiences: the executives building the system, the managers running it, and the salespeople living within it. Each has a different challenge. Each requires a different response.

BUILDING THE SYSTEM LOOKS LIKE:

- A coherent leadership philosophy that works across levels and regions
- Staying ahead of an innovation curve to always be improving the market offering of the company
- An education structure that focuses on how you get your managers thinking about personal improvement

RUNNING THE SYSTEM LOOKS LIKE:

- Coaching as a cornerstone for knowledge sharing among those who live in the system
- Communicating with a wide scope of peers across the company to translate requirements and maintain productivity within the sales organisation
- Maintaining a culture that demands excellence and productivity with a focus on the attainment of results

LIVING IN THE SYSTEM LOOKS LIKE:

- Effective time management as a key differentiator to ensure that selling time is maximised for productivity
- Executing on the fundamentals of being a seller to ensure that you operate with diligence in knowledge acquisition and communication with all
- Contributing to the improvement of the system by surfacing what isn't working, with the confidence that your voice shapes how the organisation evolves

The BeUncommon belief about Executive Sales Leadership is that the quality of the system you build determines the potential of the business. Executives who invest in the collective intelligence of their management teams don't just improve performance; they create the conditions for results that compound over time.

The BeUncommon belief about Sales Management is that great sales management is a learnable discipline, not a personality trait. It starts with putting your team members before yourself, having the courage to be honest, and listening to those around you, in order to make decisions with conviction.

The BeUncommon belief about a Salesperson is that to achieve excellence, you have to possess the willingness to act with relentless discipline, consistently undertake thankless tasks, and maintain a curiosity to understand your customers more precisely than anyone else.

The choice: go with the herd and follow the paths of the past that were acceptable until now, or embrace the change, embrace the uncertainty, and embrace being ahead of the followers. It is the sales innovators and the sales early adopters that BeUncommon is set up to work with.

The choice is yours. Continue as you are, following the paths that were acceptable until now, or step forward into a different way of leading, selling, and developing yourself and those around you. The market will not wait for you to decide. The leaders who choose to be uncommon already have.

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