



Setting Clear Expectations

Read anything about dealing with people, in almost any capacity, and having clear communications is noted as key. Below is an example of doing just that, something I did with new hires, committing myself first, then making clear my expectations of them.

What You Can Expect of Me

1. I will do my best to make it clear what is expected of you for clarity is a wonderful thing.
2. You will have great latitude in how you get the job done, the hours you work, etc.
3. To see you have the best tools I'm able to make available to you.
4. To fight to keep the tasks unrelated to your success off your desk.
5. To recognize performance.
6. While I may challenge the "work/life" balance mantra as being unrealistic, your well-being will always be recognized as paramount.
7. To champion your career growth, wherever that may take you.
8. To contribute to your becoming a leader among those in the industry from a technical perspective.
9. I will often and genuinely ask you opinion, give you great latitude, even support you at times when I disagree.
10. I expect you to fail on occasion. Doing so wisely is key.
11. I will micromanage if forced but only for a short time.
12. I will be working to improve our company's ability to execute to make you look good.
13. My willingness to share my knowledge of the industry with you.
14. My commitment to the team to have no house deals, no favorites, to be fair and honest in all dealings.
15. "There's nothing worse than a busy sales rep." My commitment to try to help you avoid this pitfall.





16. Realize I didn't accept this position to make a lot of money as I could make far more in your position, statistically speaking as a sales team on average does not attain 200% of quota. So, anything you might interpret as me pushing for performance will be from a competitive nature, to increase rewards to you or the team, to further success toward a larger goal.

My Expectations of You and Some Basics

1. Have your own vision for your career and the region you sell in.
2. You own your region; you are its leader within our company; Your territory is your franchise—own it. This means:
 - Owning responsibility for the vision, goals and strategy for your region, your customer and prospect base. This is your Territory Plan.
 - Owning your territory's and client base' levers of influence i.e. the key players, the kind of customer marketing events you want to do; the renewals; etc.
 - Know the hot verticals in your territory, the competition, its culture.
 - Owning the internal relationships because you can't succeed in this business as a lone wolf.
 - Owning responsibility for mastery of the tools critical to your success; keeping that ax sharp to make your life easier and more productive.
3. Don't lose alone yet be independent and self-sufficient within the boundaries of your role.
4. I am here to support you as there are only three reasons for failure. (Poor leadership, personal problems, incompetence, or the unwillingness to put forth the effort.) This will include a collaborative approach of you delegating things to me to free you up to sell and serve more.
5. Some Basics:
 - Standing internal meetings: I keep them to a minimum and attendance is expected.





- A simple and proven path to success:
 - Show up early, work hard all day.
 - Be honest, even when uncomfortable.
 - Smile
- More basics for success with your prospects and customers:
 - Dress for success.
 - Be on time.
 - Be prepared.
 - Have an agenda.
 - Be easy to do business with.
- Doing your part in executing on these five fundamentals to your success...missing even one cripples your efforts:
 - Aspiration aka having goals
 - Drive
 - Willingness to learn
 - Patience
 - Discipline

