

2025

SALES  
SUCCESS  
SUMMIT

# HOW A TRAUMATIC EXPERIENCE LED TO RECORD BREAKING SALES

**BRIAN HICKS**

VP OF SALES AT BELKINS





***HOW A TRAUMATIC  
EXPERIENCE LED TO  
RECORD-BREAKING SALES***

Brian Hicks | Sales Success Summit 2023



# ***AGENDA***

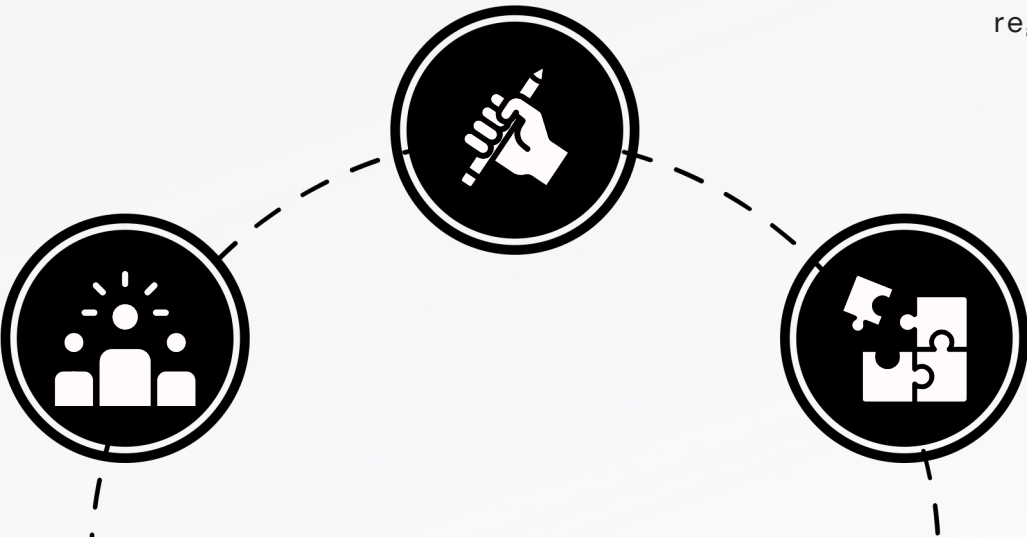
- 01** BELKINS & WHAT WE DO
- 02** HUMAN CAPITAL MANAGEMENT
- 03** REVENUE GROWTH STRATEGIES
- 04** PIPELINE GROWTH STRATEGIES
- 05** HOW I'VE CLOSED \$3.5M IN ARR YTD
- 06** HOW YOU CAN TOO!

# GOALS AND OBJECTIVES

Show you how I closed  
50% more deals YoY

Show you how to manage your pipeline  
more effectively and efficiently

Create an action plan  
that will set you on the  
path to bringing your  
"A-game" to work  
regardless of how you  
feel!





***SIKE!!!!!!***

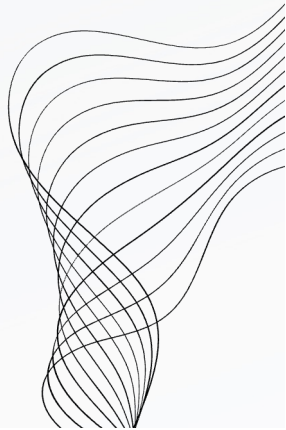
This might've been a real-life example of a presentation that I would've built 2.5 years ago.

It would've had ALL the graphs



***HOW A TRAUMATIC  
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# ***AGENDA***

- 01** WHO I AM
- 02** WHAT I DO
- 03** WHAT HAPPENED TO ME
- 04** HOW I OVERCAME IT
- 05** HOW IT CHANGED MY LIFE AND THE WAY THAT I “SELL”
- 06** WHO I WAS

\*Maybe not in that exact order



# IF I DO THIS WELL



Get closer to you-  
Share my story with  
hopes that it will help  
you in some way



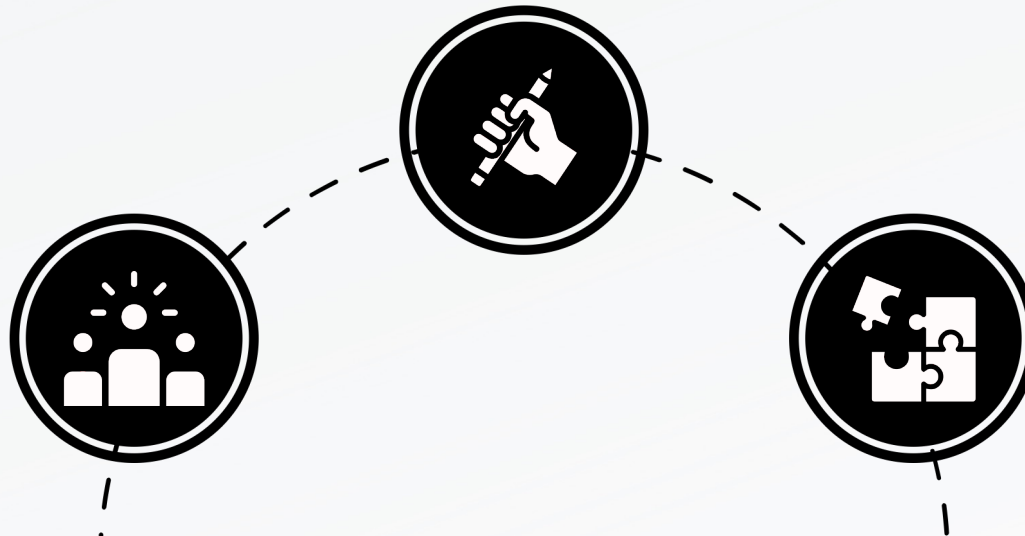
Leave you feeling encouraged and  
empowered

Objective n° 2



Leave you enlightened

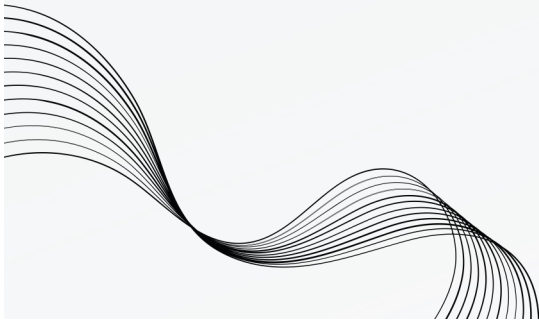
Objective n° 3



# WHO AM I?



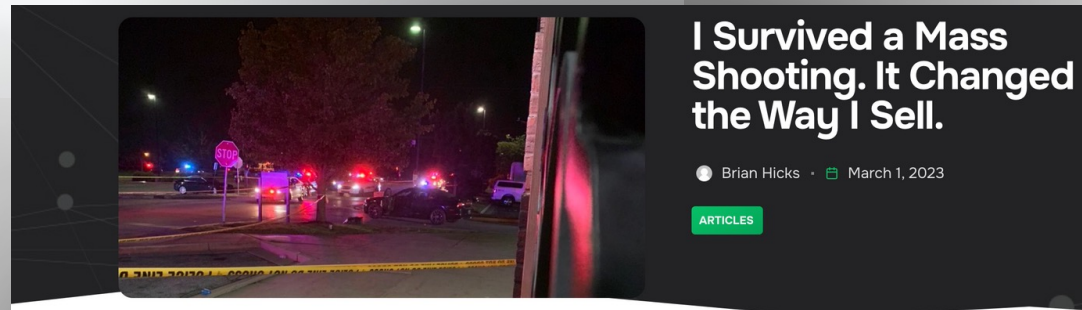
I'm a 38-year-old kid with a credit card. I come from humble beginnings. I have a passion for helping people and I LOVE my momma!



# HOW SCOTT AND I MET-



- I am featured on episode #164 of the Sales Success Podcast.



## I Survived a Mass Shooting. It Changed the Way I Sell.

• Brian Hicks · 📅 March 1, 2023

ARTICLES

*Content warning: This article contains descriptions and images of gun violence, as well as discussion of trauma.*

After the first shot, I thought that someone had popped a bottle of champagne.

After 10 to 20 more shots, reality set in, and so did the chaos.

People running in every direction in the crowded brewery. Time standing still, then unfreezing. All the "good" places to hide already taken.

I scrambled into the kitchen with dozens of strangers. At the slightest break in the melee, I sprinted to the back door (not before slipping and going sprawling on the brewery's nicely tiled kitchen floor), and bolted to the nearest hotel to find safe haven.



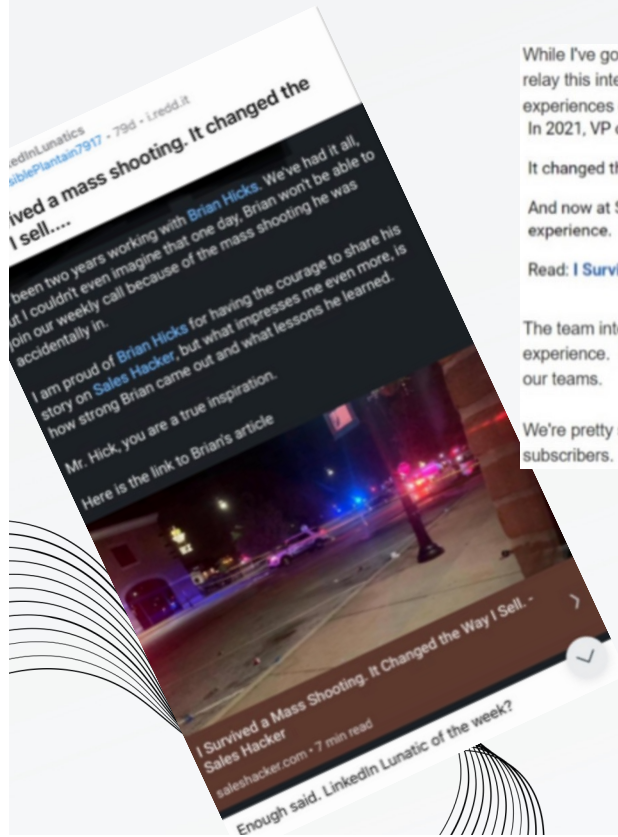
Brian Hicks

MORE FROM BRIAN

More like this...

[How I Closed 50% More by Systematizing My Sales Follow-Up Process](#)

# LUCKILY HE DIDN'T SEE IT LIKE THESE FOLKS-



While I've got you - I wanted to share some feedback related to the most recent Sales Hacker newsletter if you can relay this internally. The email highlights a post that talks about how someone became a better seller because of their experiences during a mass shooting.

In 2021, VP of Sales Brian Hicks was in a crowded bar when shots rang out.

It changed the way he sells.

And now at Sales Hacker, it can change the way you sell, too – without having to go through the experience.

Read: [I Survived a Mass Shooting. It Changed the Way I Sell](#) 🇺🇸

The team internally here is overwhelmingly offended by this content and the idea of commercializing such a horrific experience. It left a bad taste in our mouths uniformly, and no part of this seems appropriate or warranted to send to our teams.

We're pretty shocked that this tasteless content was approved, let alone sent en masse to all Sales Hacker subscribers.

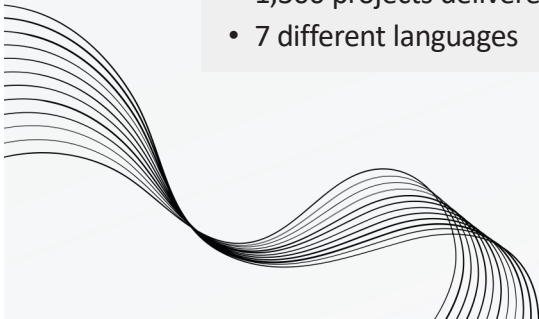


# belk<sup>i</sup>ns



Belkins is a top-of-funnel pipeline development agency EST 2017

- Started with Belkins on January 1st, 2021
- B2B Appointment-setting services
- 300+ employees
- 50+ industries
- 1,300 projects delivered
- 7 different languages





***A TALE OF REVENGE***

01

SEE IF BELKINS  
WAS THE REAL  
DEAL

02

VISIT THE  
TEAM IN KYIV

03

BUILD A SALES  
STRATEGY  
THAT WOULD  
TAKE US TO  
THE TOP

04

CLOSE ALL  
THE DEALS  
AND STICK IT  
TO CIENCE

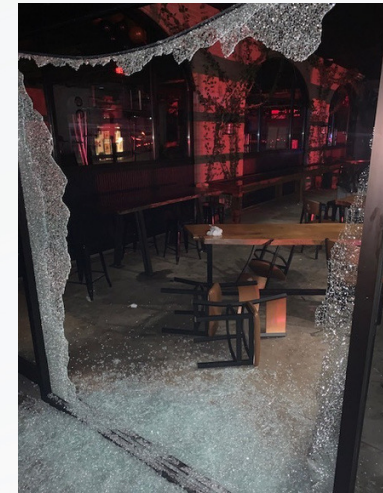
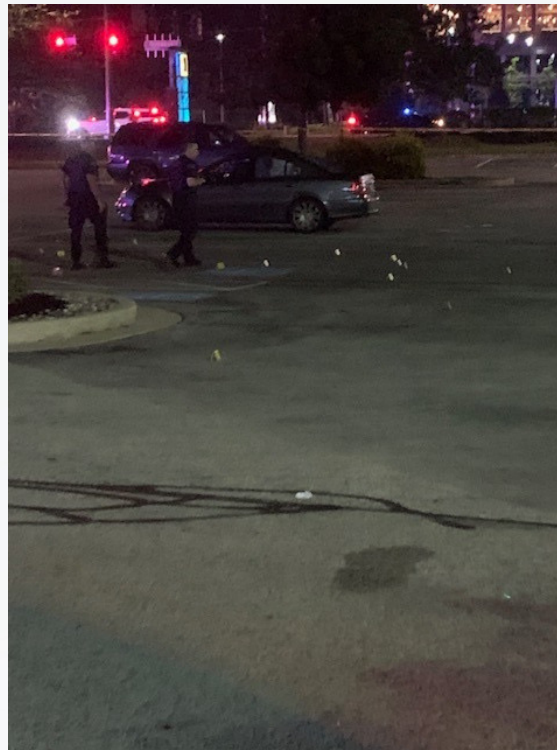
# ON JUNE 20, 2021, TRAGEDY STRUCK IN GRANGER INDIANA

I was in 1 of 11 mass shootings across America from the evening of June 19th and early morning of June 20th

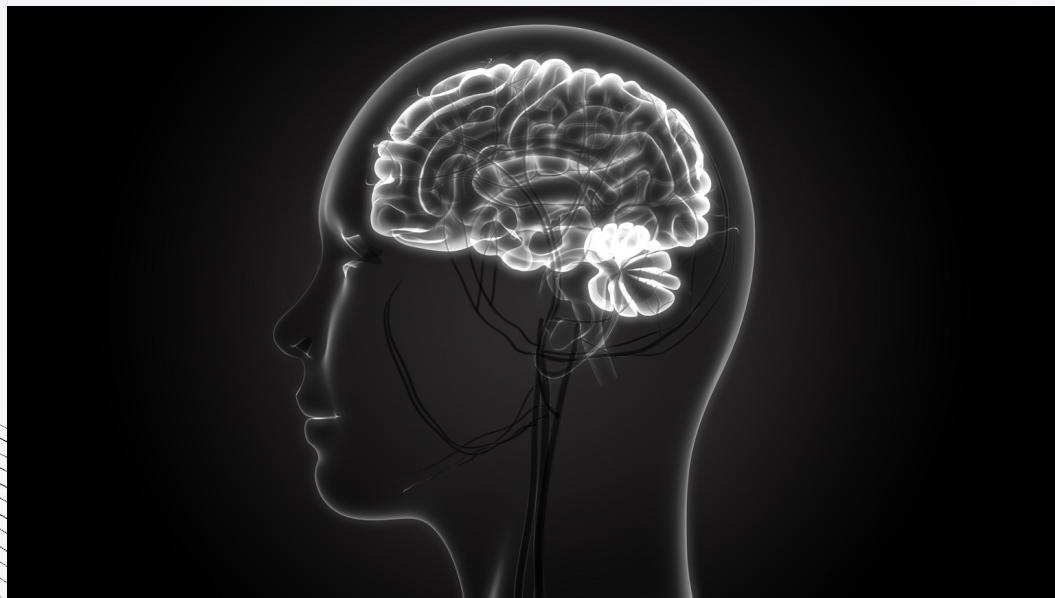
June 20	<a href="#">Richmond</a> (3)	Virginia	1	3	4	A man was killed and three wounded while leaving <a href="#">Shockoe Bottom</a> after someone opened fire on a group of people. <sup>[426]</sup>
June 20	<a href="#">Cincinnati</a> (4)	Ohio	1	3	4	A woman was killed and three others injured shortly after midnight. <sup>[427]</sup>
June 20	<a href="#">Aurora</a> (1)	Colorado	1	4	5	A man was killed and four others wounded during an early morning <a href="#">Juneteenth</a> celebration at a local <a href="#">strip mall</a> . <sup>[428]</sup>
June 20	<a href="#">Wildwood</a>	Florida	1	10	11	A woman was killed and ten others injured at an annual community <a href="#">Fathers Day</a> celebration. The shooter was shortly arrested. <sup>[429]</sup>
June 20	<a href="#">Richmond</a>	California	3	5	8	Celebrators of a <a href="#">Marimba</a> ; a <a href="#">Guatemalan</a> music and dance party, were shot by multiple shooters who fled in vehicles. <sup>[430]</sup>
June 20	<a href="#">Dallas</a> (3)	Texas	0	8	8	Eight people were wounded in a shootout between two groups after an argument escalated. Each group had rented a party space, and two of the injured were children. <sup>[431]</sup>
June 20	<a href="#">Granger</a>	Indiana	1	4	5	A man was killed and four others were wounded in an early morning shooting at a local <a href="#">brewing companies</a> parking lot. <sup>[432]</sup>
June 20	<a href="#">Atlantic City</a>	New Jersey	1	3	4	One man was killed and three others injured while standing on a porch after a bicyclist opened fire. <sup>[433]</sup>
June 19	<a href="#">Oakland</a> (6)	California	1	6	7	A man was killed and five others injured at <a href="#">Lake Merritt</a> near the city's <a href="#">Juneteenth</a> celebration. <sup>[434]</sup>
June 19	<a href="#">Anchorage</a>	Alaska	1	4	5	Four people wounded and one killed in a shooting. <sup>[435]</sup>
June 19	<a href="#">Baton Rouge</a> (3)	Louisiana	2	4	6	Two people were killed and four injured in a parking lot after an argument escalated between unknown people and partygoers leaving a concert. <sup>[436]</sup>



# SCARY STUFF



# WHAT HAPPENED -



=



***SOMETIMES  
I FELT...***



***SOMETIMES  
I FELT...***



***ONE THING  
WAS  
CERTAIN...***



**IT'S A  
BIRD...IT'S  
A  
PLANE...IT'S  
MICHAEL  
MAXIMOFF**



# THE ROAD TO RECOVERY

EMDR- Eye movement desensitization and reprocessing (EMDR) therapy is a mental health treatment technique. This method involves moving your eyes a specific way while you process traumatic memories. EMDR's goal is to help you heal from trauma or other distressing life experiences.



# I LEARNED A LOT ABOUT TRAUMA

## KEY FINDINGS

21%

of adults are experiencing a mental illness. Equivalent to over 50 million Americans.

15%

of adults had a substance use disorder in the past year. **93.5%** did not receive treatment.

The percentage of adults reporting serious thoughts of suicide is

4.8%

– over 12.1 million adults.

11%

of adults who identified with two or more races reported serious thoughts of suicide.

16%

of youth report suffering from at least one major depressive episode in the past year.

More than 2.7 million youth are experiencing severe major depression.

55%

of adults with a mental illness receive no treatment – over 28 million individuals.

11%

(over 5.5 million) of adults with a mental illness are uninsured.

60%

of youth with major depression do not receive mental health treatment.

In the U.S., there are

350

individuals for every one mental health provider.

28%

of all adults with a mental illness reported that they were not able to receive the treatment they needed.

Most reported they did not receive care because they could not afford it.

23%

of adults who report experiencing 14 or more mentally unhealthy days each month were not able to see a doctor due to costs.

1 in 10

youth with private insurance do not have coverage for mental or emotional difficulties – over 1.2 million youth.

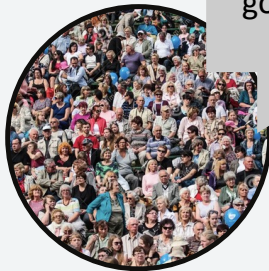
\*Stats from Mental Health America 2023

<https://mhanational.org/issues/state-mental-health-america>

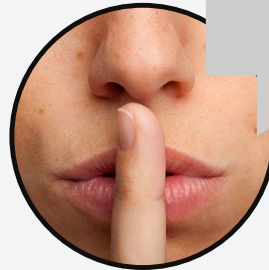


# ***I LEARNED THAT***

There is one thing that feels worse  
than everyone knowing what you have  
gone through

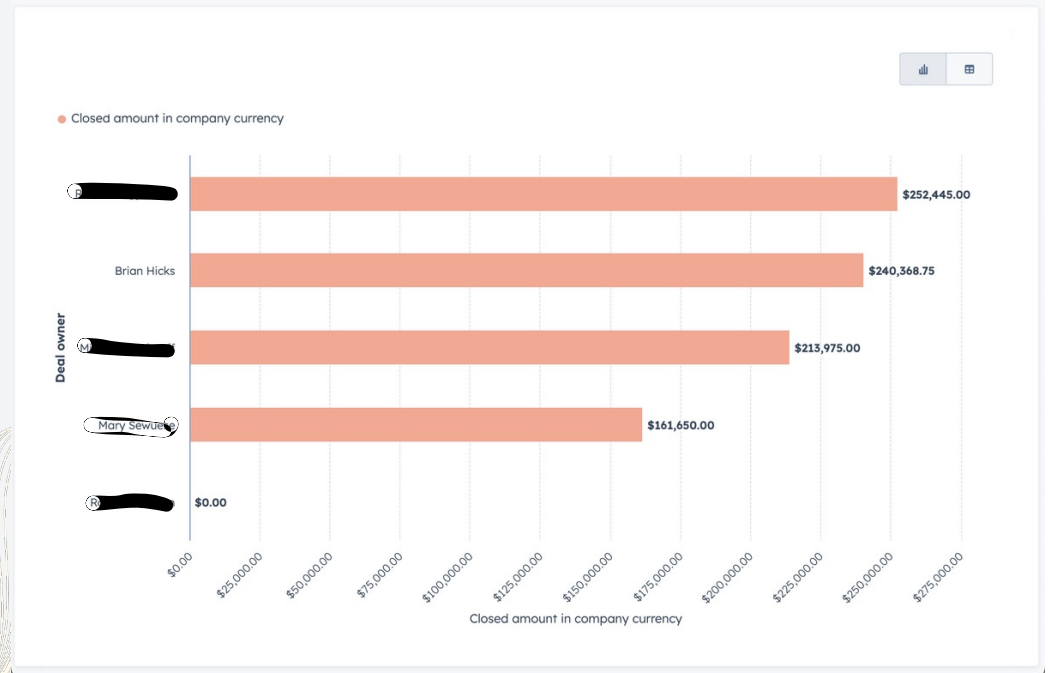


It is no one knowing



# THAT YEAR I ACHEIVED

Deal leaderboard - all time amount closed by rep



\*Total \$2.8m in ARR-\$2.1m of that number was closed from August-December

# ***I STARTED THINKING***

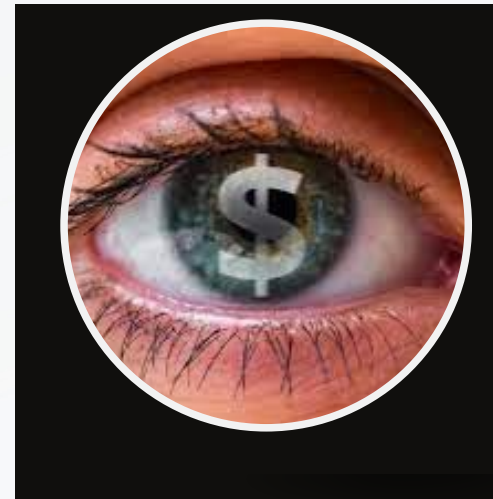
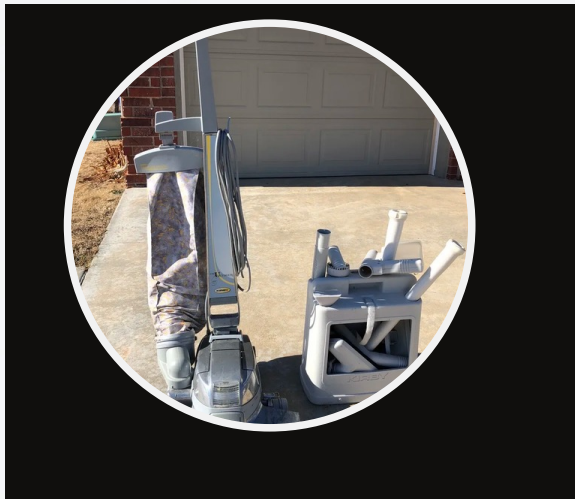


Who am I as a  
salesperson?



Why do people  
hate  
salespeople?

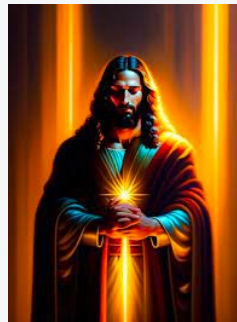
# ***I STARTED TO CONNECT THE DOTS***



# EVERYONE IS SELLING SOMETHING, RIGHT?



Pastor



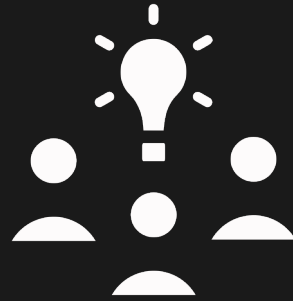
We don't hate these people

Why? Because we trust them.



Friends





We don't humanize people (or titles) that we are taught (or have learned) to hate- Brian Hicks

I had spent all my adult life  
learning how to be a good  
salesperson and I had  
forgotten how to be a  
human



***YOU CAN'T  
JUST EAT THE  
MUSHROOMS***





Prospects = People  
Pain Point = Challenge  
Customer = Partner  
Pitch = Educate  
Sales Journey = Guided Tour  
Target/ICP = The people that  
have the problem that I can  
help solve



# MY SALES JOURNEY BECAME A GUIDED TOUR

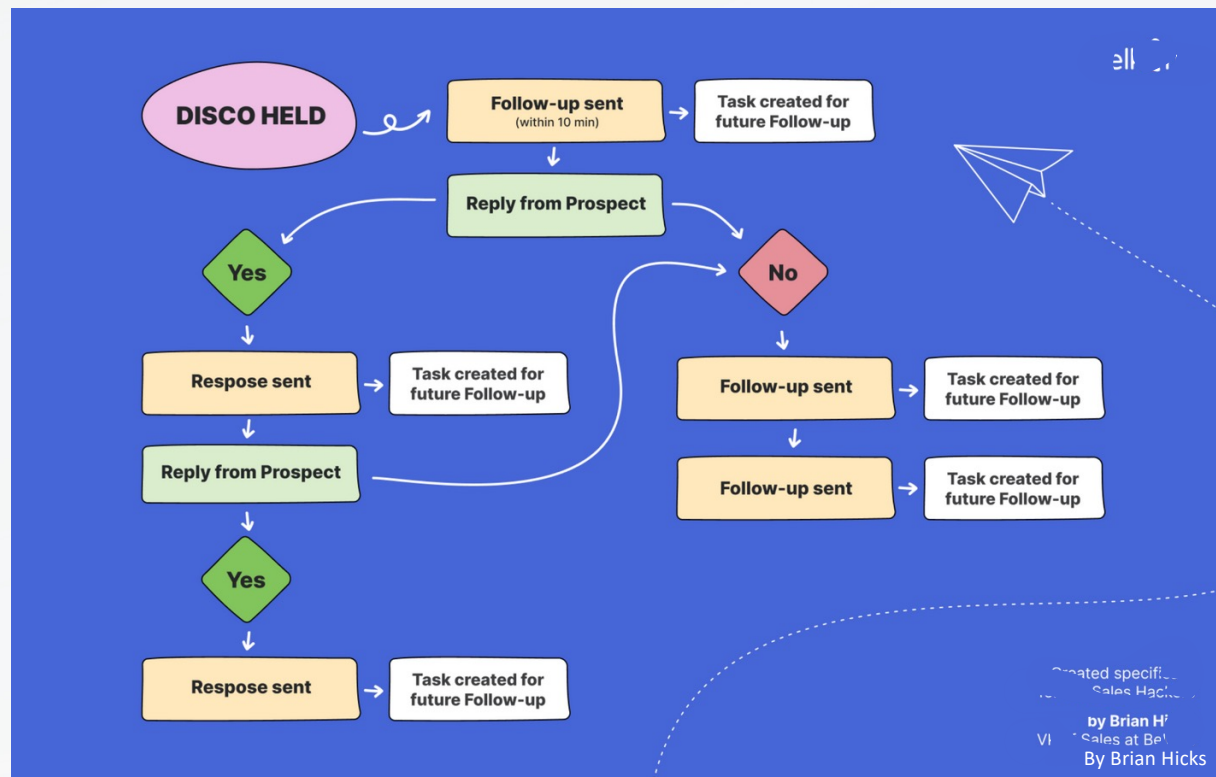
I stopped

- Focusing on Closing
- Feature, benefit, check questions
- Controlling
- Gatekeeping
- Selling
- Using fear-based tactics/manipulating
- Closing assholes (no business is better than bad business)

I started

- Focusing on them (What do you want to see on this tour?)
- Thoughtful questions regarding their challenges (Like a friend)
- Verbal contracts–expectation setting (This is what your tour will entail)
- Even my openers became more “human”
- Connecting
- Being transparent

# MY FOLLOW-UP PROCESS GOT AN OVERHAUL



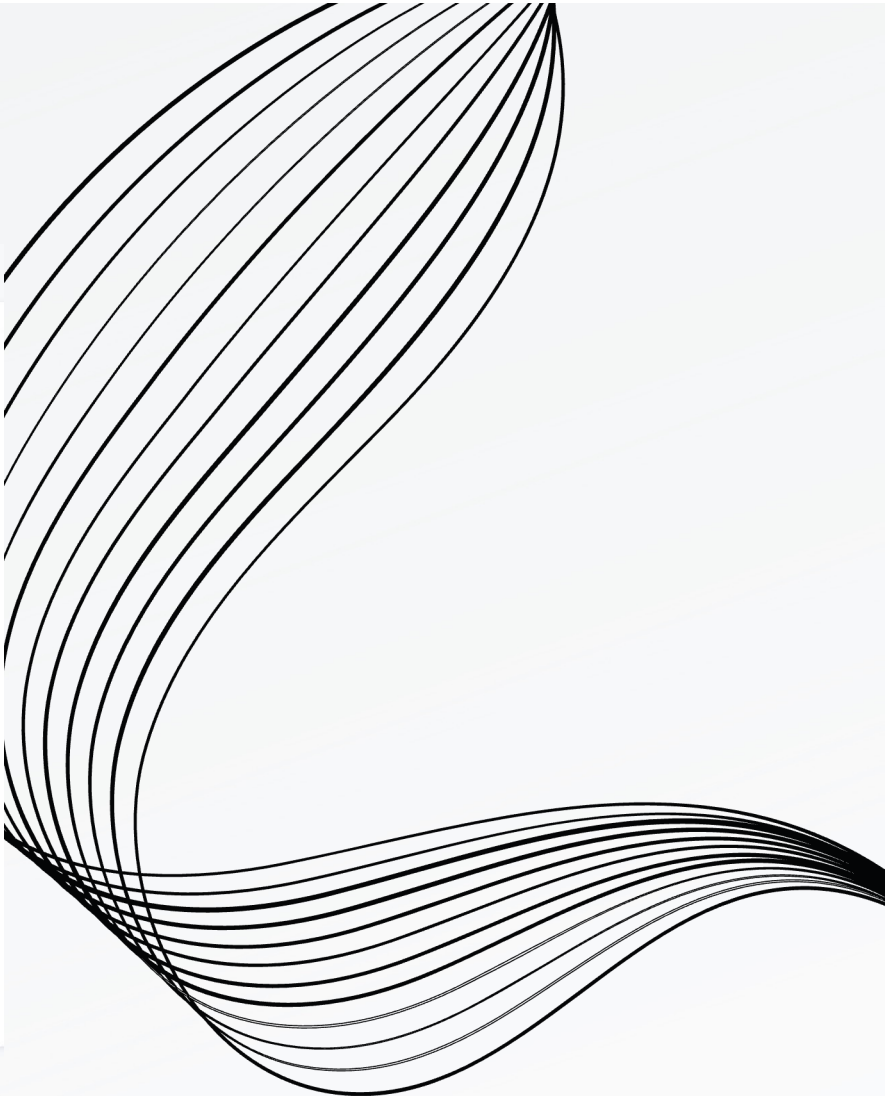
No Deal Left Behind

***I STOPPED  
CHASING  
LOSSES***



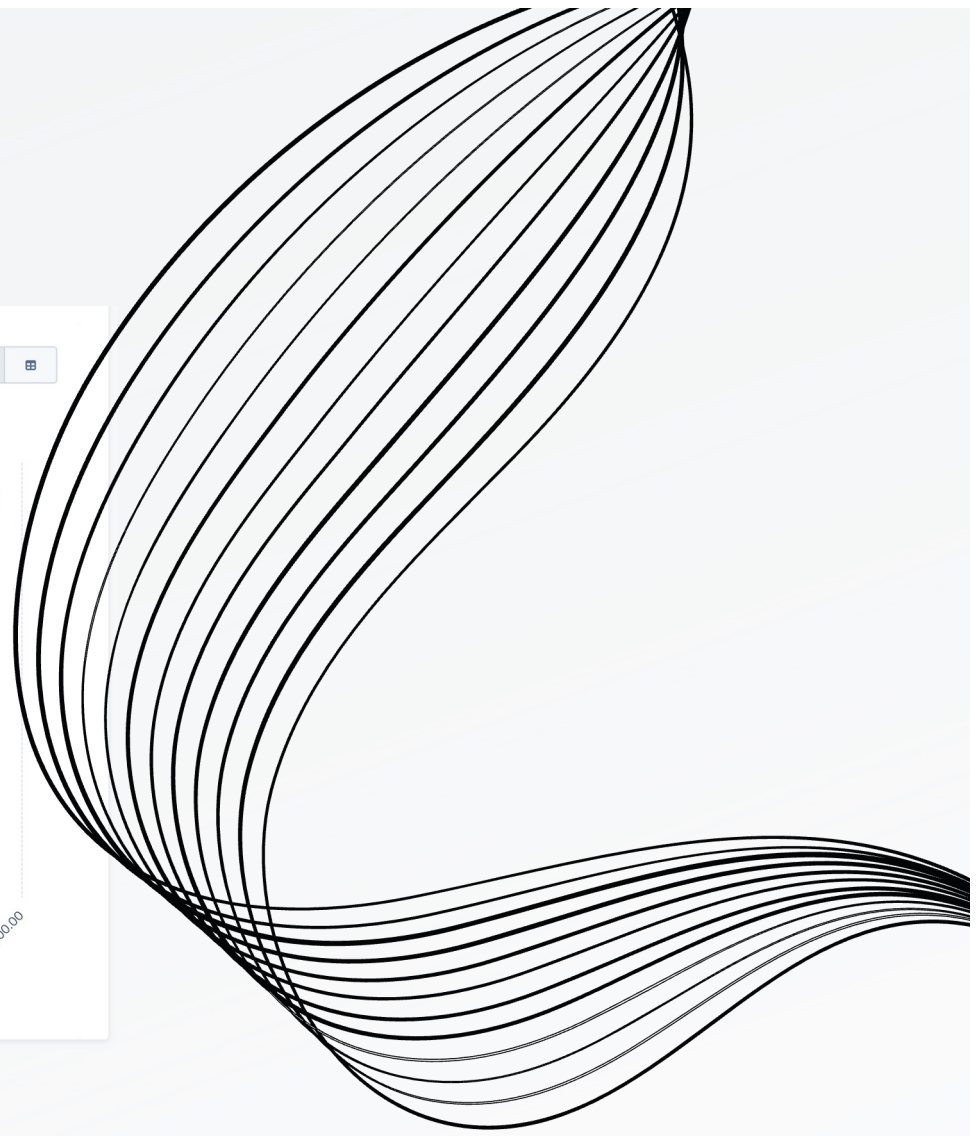
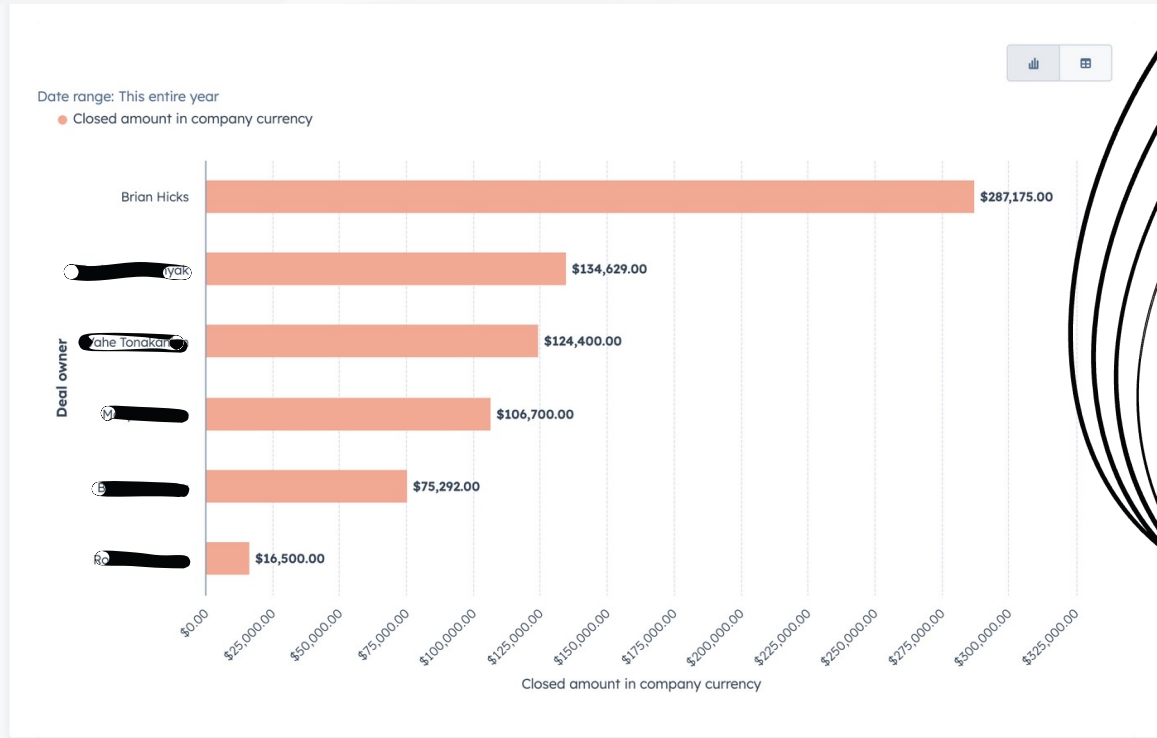
# RESULTS-2022

\$4.17m in ARR-closed 76 new clients-15.27% closing



# RESULTS-YTD

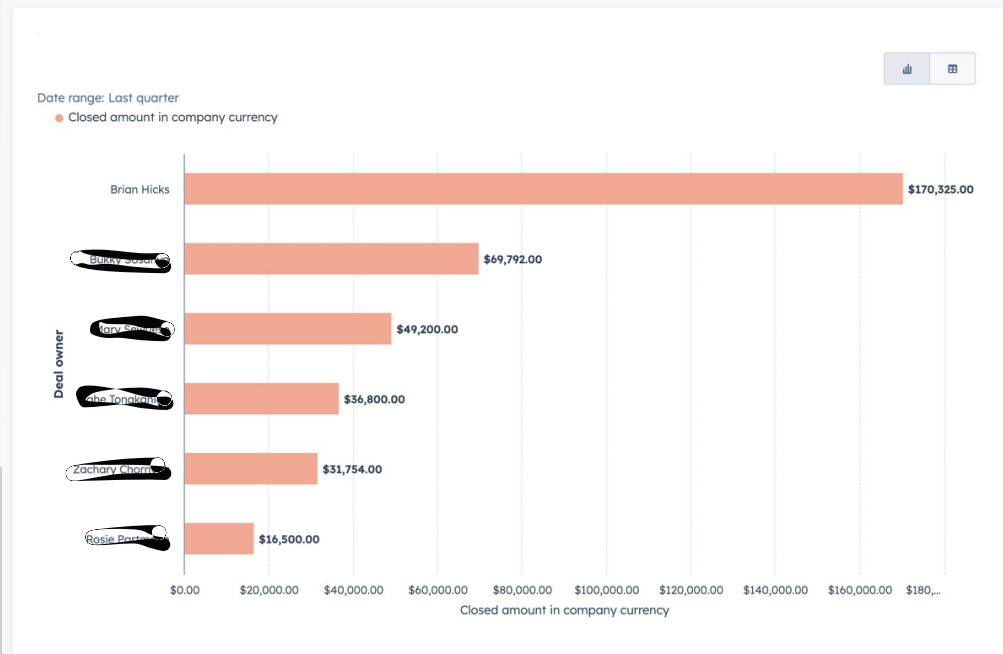
\$3.4m in ARR-closed 57 new clients-19.06% closing rate



# RESULTS-LAST QUARTER

\$2m in ARR-closed 33 new clients-

Deal leaderboard - all time amount closed by rep



# ***RESULTS-RADIO SILENT***

13%-YTD





# CURRENTLY

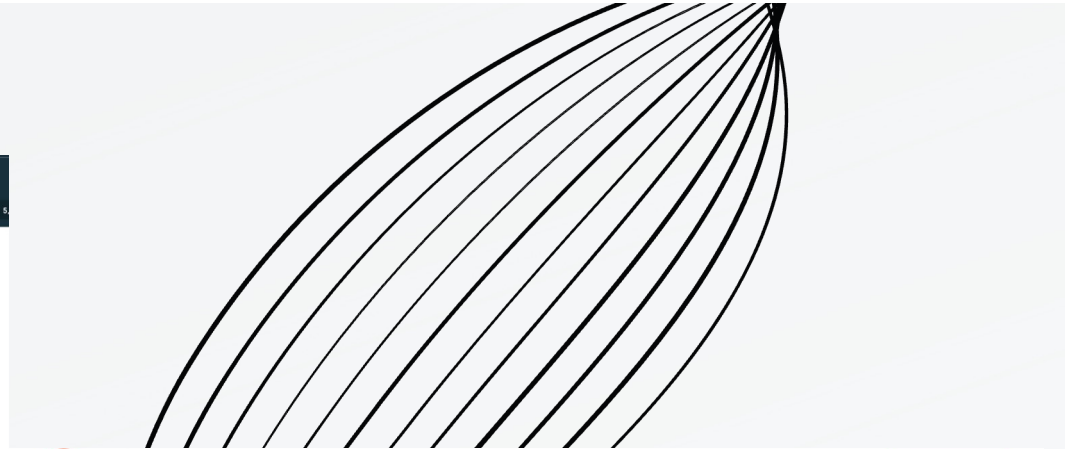
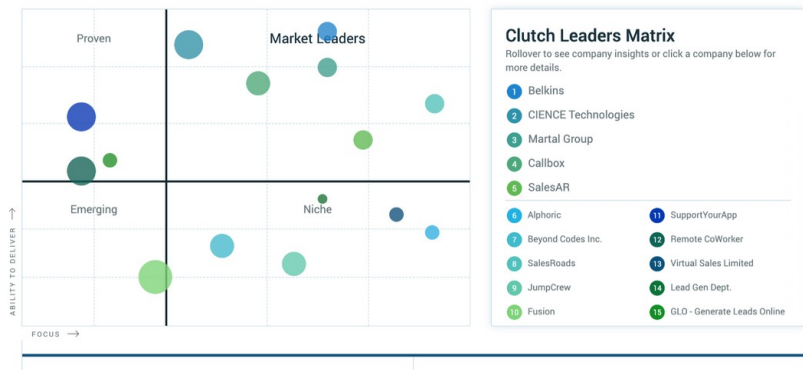
## Leaders Matrix Top B2B Lead Generation Companies

LAST UPDATED OCT 5, 2023

15 Leaders

Reviews

Leaders Matrix



Enter product name, software

Write Review

Software

Services

G2 for Business

\$ Deals



Join or Sign In

Overview

Highest Rated

Free

Resources

Home > Marketing Services Providers > Lead Generation Services > Highest Rated Lead Generation Services

### The Top 20 Lead Generation Services

Check out this list of the top Lead Generation Services based on client satisfaction. A provider's satisfaction score is calculated by a proprietary algorithm that factors in real-client satisfaction ratings from review data. You can compare providers according to their satisfaction scores to quickly identify the best fit for your business based on the experiences of your peers.



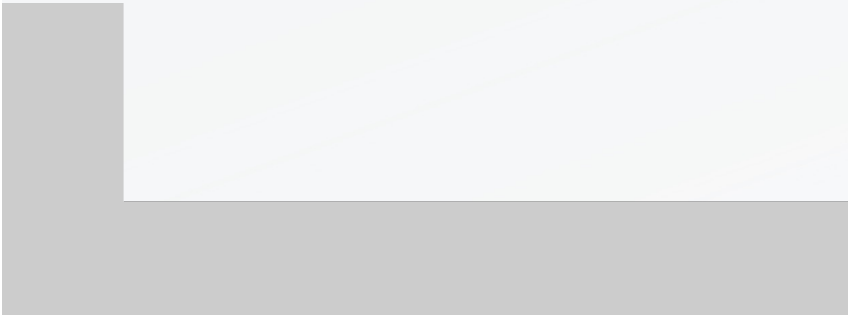
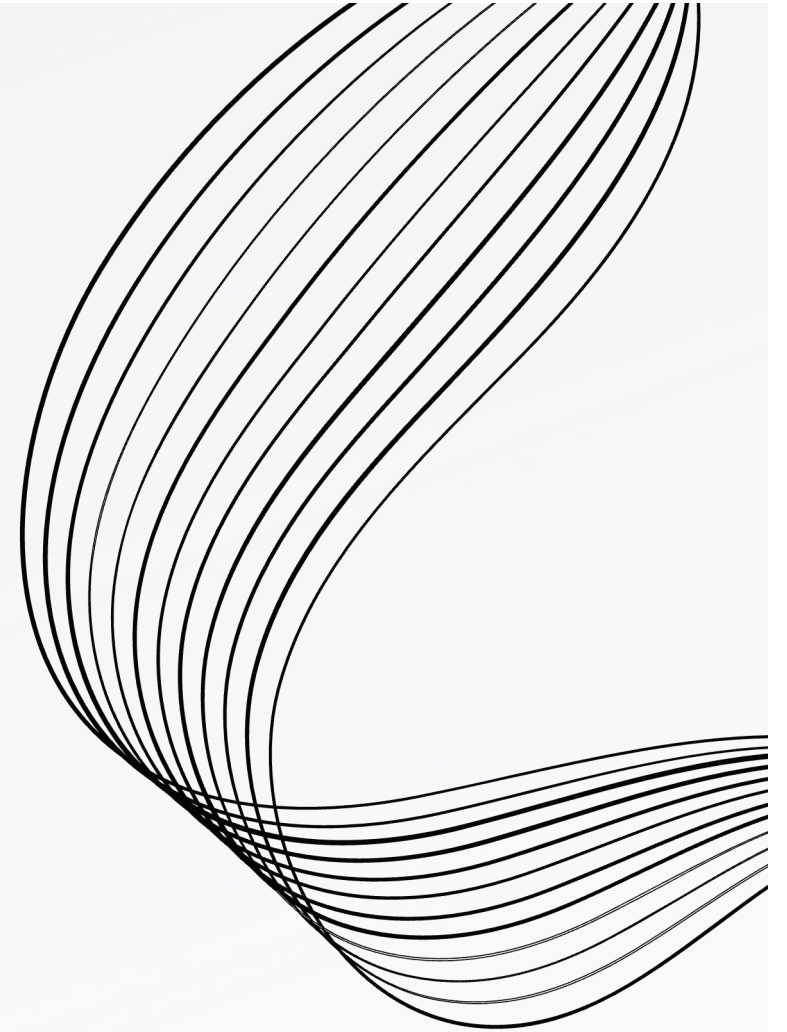
Expand All	G2 Satisfaction Score	Compare
#1  Belkins	93	<input type="checkbox"/> Compare
#2  Pipeful	91	<input type="checkbox"/> Compare
#3  INFUSEmedia	91	<input type="checkbox"/> Compare
#4  CloudTask	90	<input type="checkbox"/> Compare
#5  Callbox	90	<input type="checkbox"/> Compare
#6  WebFX	90	<input type="checkbox"/> Compare
#7  SalesAR	89	<input type="checkbox"/> Compare

# ***RESULTS-100% TRUTH***



# Result-Happiness

Our time is the one thing that we will never get back and it means so much to me that you chose to spend yours with me today. Thank You



Conect with me...



2025

SALES  
SUCCESS  
SUMMIT