

# DISCOVERING YOUR #1 SELF

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ALEX  
SMITH





# Discovering Your #1 Self

2024 Sales Success Summit









# Alex's Path in Sales 2019 - 2024

01



Sept 2019:  
Blindsided by a  
layoff while cold  
calling

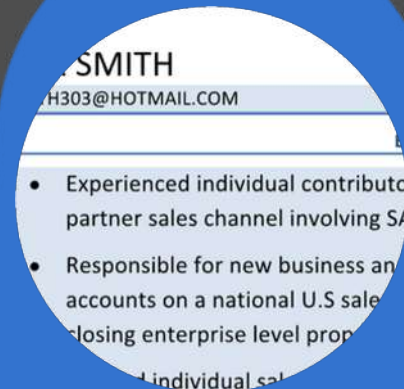
Oct 2019:  
Dad calls to tell me he  
has leukemia



02



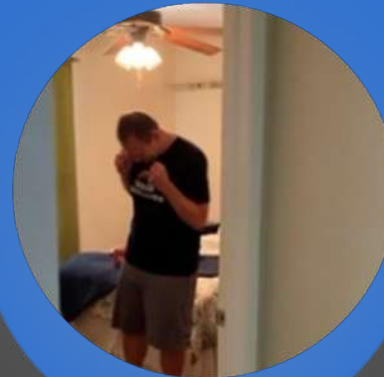
March 2020:  
COVID. Spend a  
total of 406 days  
searching for a job



03



Nov 2020: Land a  
new job!



04



March 2023  
Go to Presidents  
Club! Make #1 on  
my team in 2022



05



Dec 2023 - Have a  
down year.  
Achieve 70%



06











**“It’s not about being a rollercoaster rider, it’s about being a rollercoaster designer.”**

**Transform  
your lows  
in sales**

**Defining  
#1 around  
your best  
self**

**Help you  
feel  
fulfilled  
in your  
pursuit**



# The Dirty Secret of Sales

**Being Number #1  
Isn't Just About  
Being At the Top of  
A Leaderboard and  
It Isn't the Same  
For All of Us.**





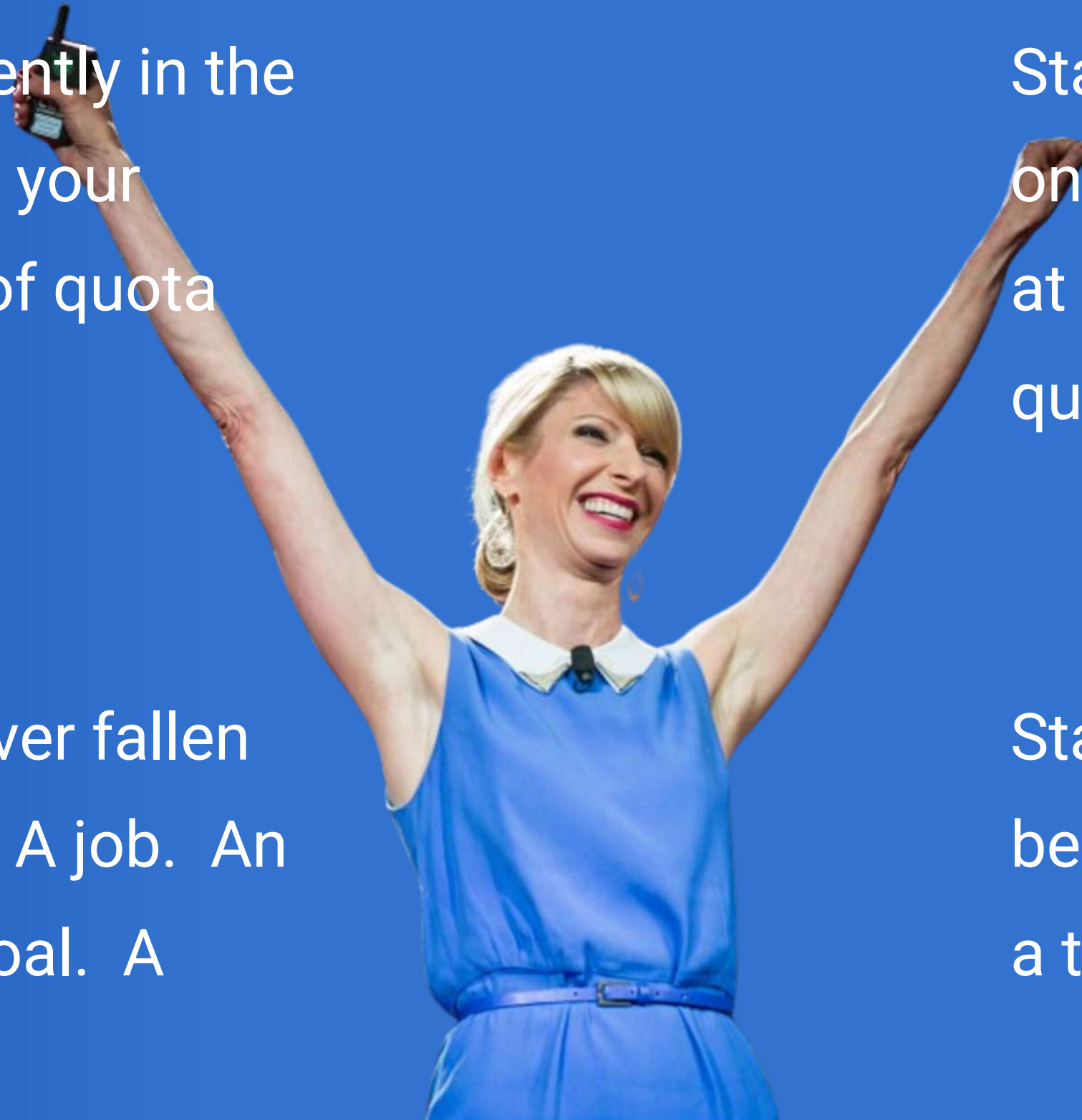
# 4 Questions For You

Stand if you're currently in the number one spot in your company in terms of quota attainment.

Stand if you have ever fallen short of a big goal. A job. An end of year sales goal. A promotion.

Stand if you have ever been #1 on your team or in your sales org at the end of the year in terms of quota attainment.

Stand if you **believe** that just by being at this conference, you're a top salesperson.





“I used to think  
comparison was the  
thief of joy”

“I don’t believe that  
anymore.”

“I think **envy** is the  
thief of joy.”

- Adam Grant





**This number tells a story and will  
always mean a lot to me**

**925**





# My Personal Story

## "THE LOWS"



"It's not joy that makes us grateful, it's gratitude that makes us joyful."

- David Steindel Rast

You From Zipke

Hello Alexander,

Thank you for your interest in our  
ones and we really appreciate the  
candidates who more closely align

We appreciate your time and

Sincerely,

Recruiter Talent Acquisition





Tabitha Cavanagh  
**EPISODE #1**

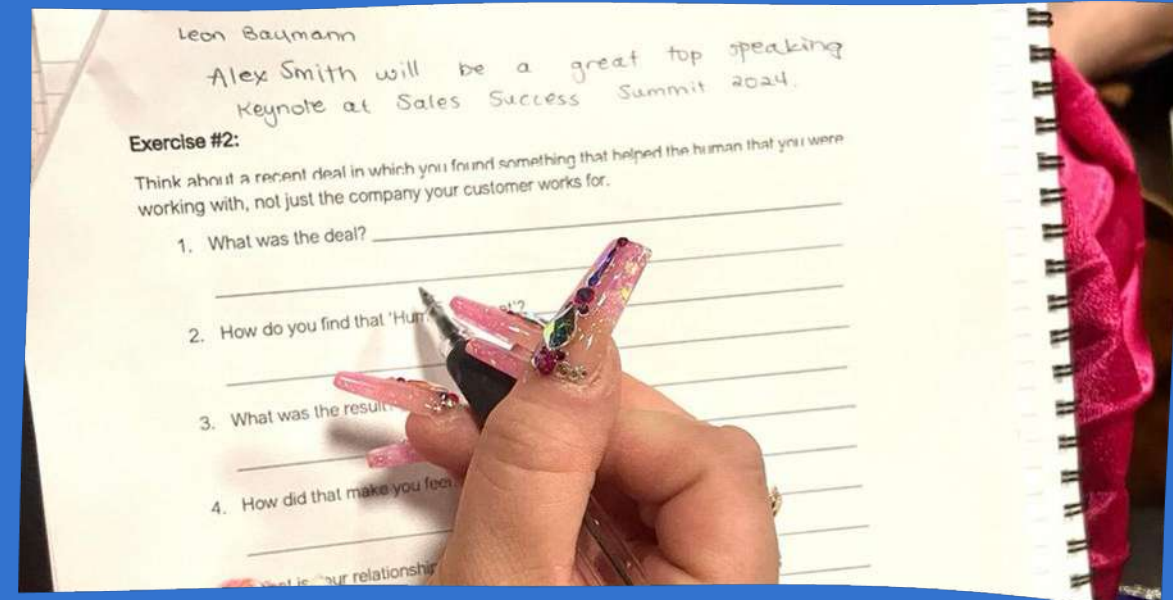


Sell By Being  
**HUMAN**



# My Personal Story

"The Highs"



◆ Alex Smith

Summit Speaker

TOP1Summit.com





# The “Invisible Bar”



What's your “bar”?

Have you given yourself  
enough credit for the  
bars you've crossed?

Why did you set it?



What

Changes

IEP?

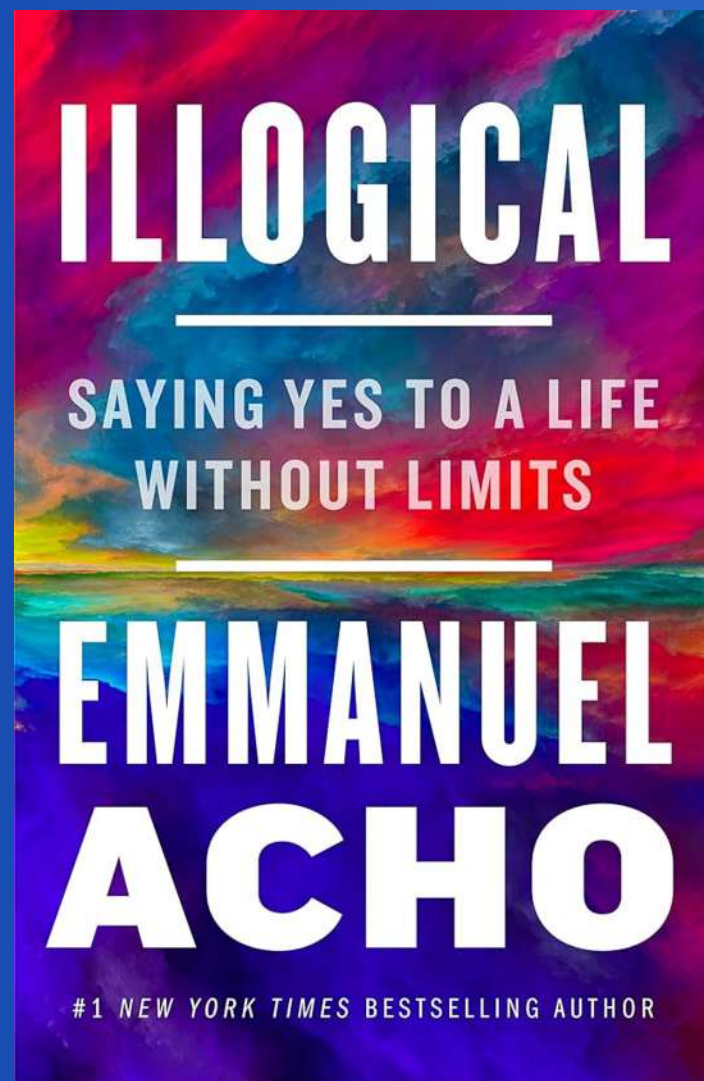
**“Achieving a goal only  
changes your life for a  
moment.”**

**-James Clear**



**“Goals Are Dumb.  
Set Objectives Instead.”**

**- Emmanuel Acho**



“Have an objective,  
not a goal.  
Why aim  
for something  
when you can  
have anything?”



“Don’t focus on the outcome,  
commit to being the person  
who achieves it.”

- Constantine Johns



# 5 Ways To Discover **Your #1 Self** In Sales

- **Reframing A Different “Number 1”**
- **Progress is Your Process**
- **Connecting with Your Number One’s**
- **Being A Contribution**
- **Possibility World > A Measurement World**



# Reframing A Different #1

- The number 1 teammate.
- The number 1 listener.
- The number 1 at empathy.
- The number 1 connector.
- The number 1 friend.
- The number 1 husband, wife, father, mother, son, daughter, brother, sister.
- The number 1 \_\_\_\_\_





# Progress is Your Process.

“Anybody that said progress was a slow process wasn’t talkin about me. I’m a P.I.M.P”

- 50 Cent

“Progress isn’t a slow or fast process, it just IS your process.”

- Alex Smith

## **Question to ask yourself:**

Would My Past Self **Be Proud** of My Current Self?





# Connect with Your Number Ones

YOUR CLIENTS

YOUR FAMILY

YOU

YOUR TEAMMATES

THE WORLD AROUND YOU

“Knowing Yourself is the Key to All Wisdom” - Aristotle



# Being A Contribution

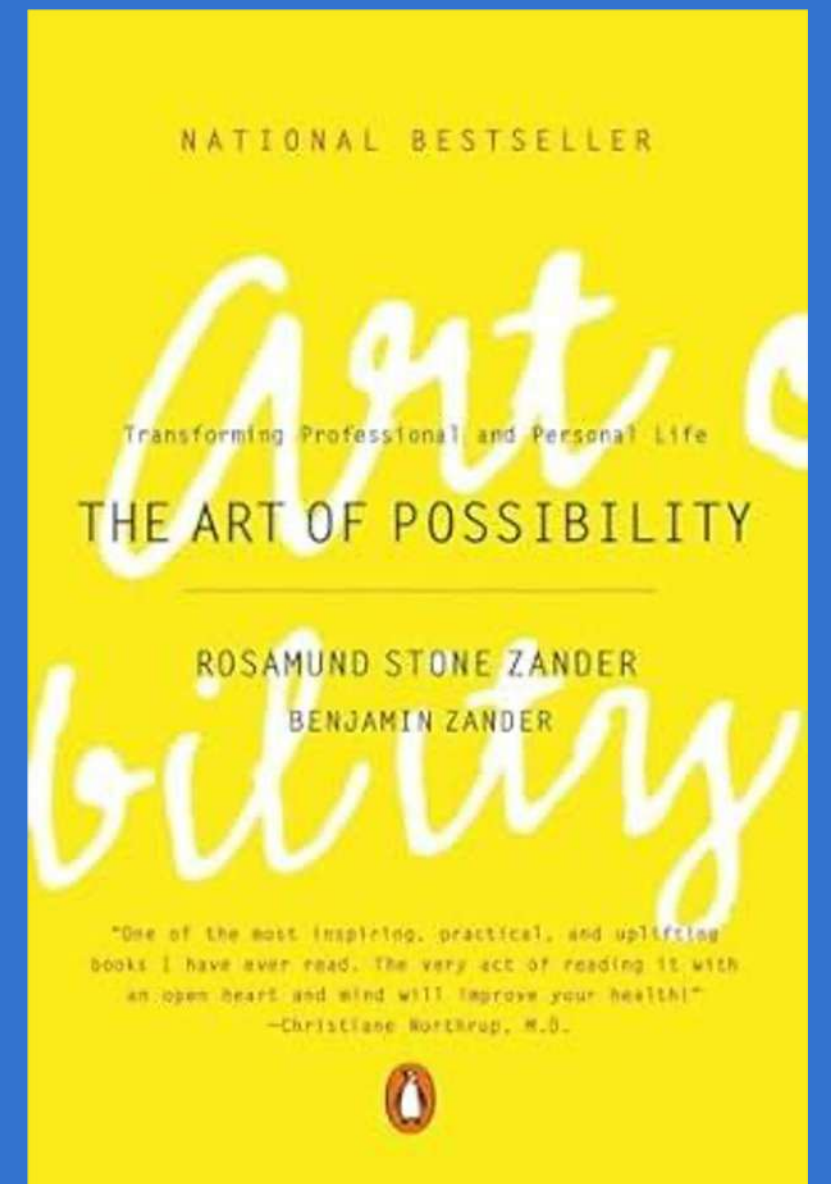
*"How Will I Be A Contribution today?"*



Success



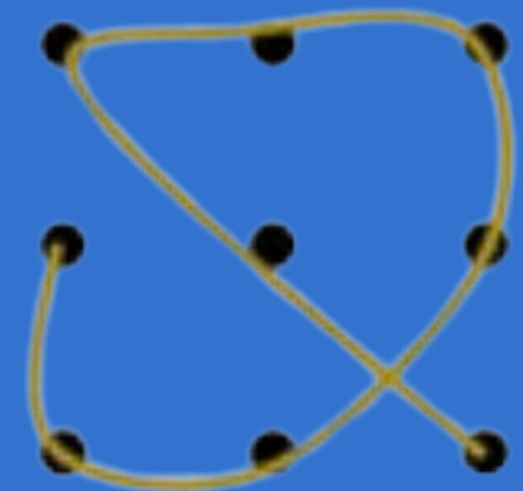
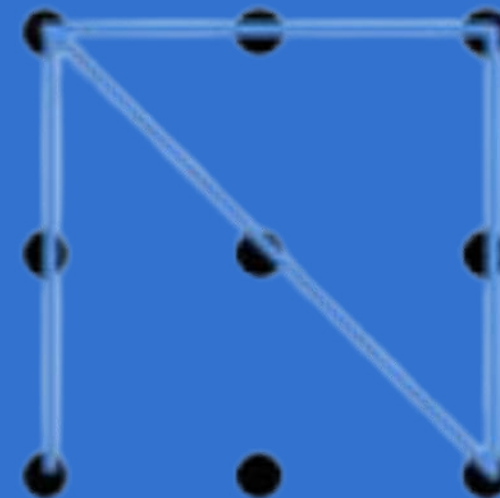
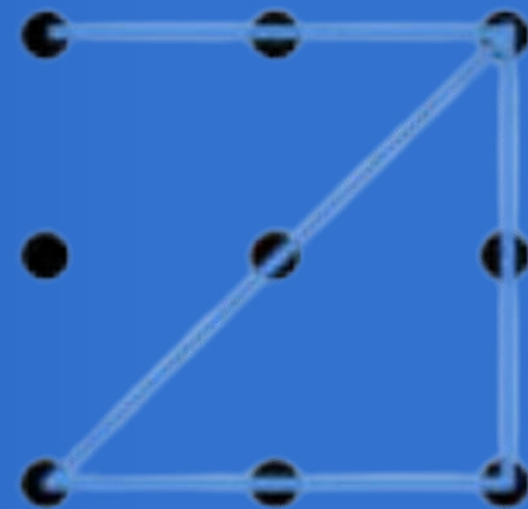
The Fear of Failure





# Living In A Possibility World

*Connect All the Dots with 4 Lines*

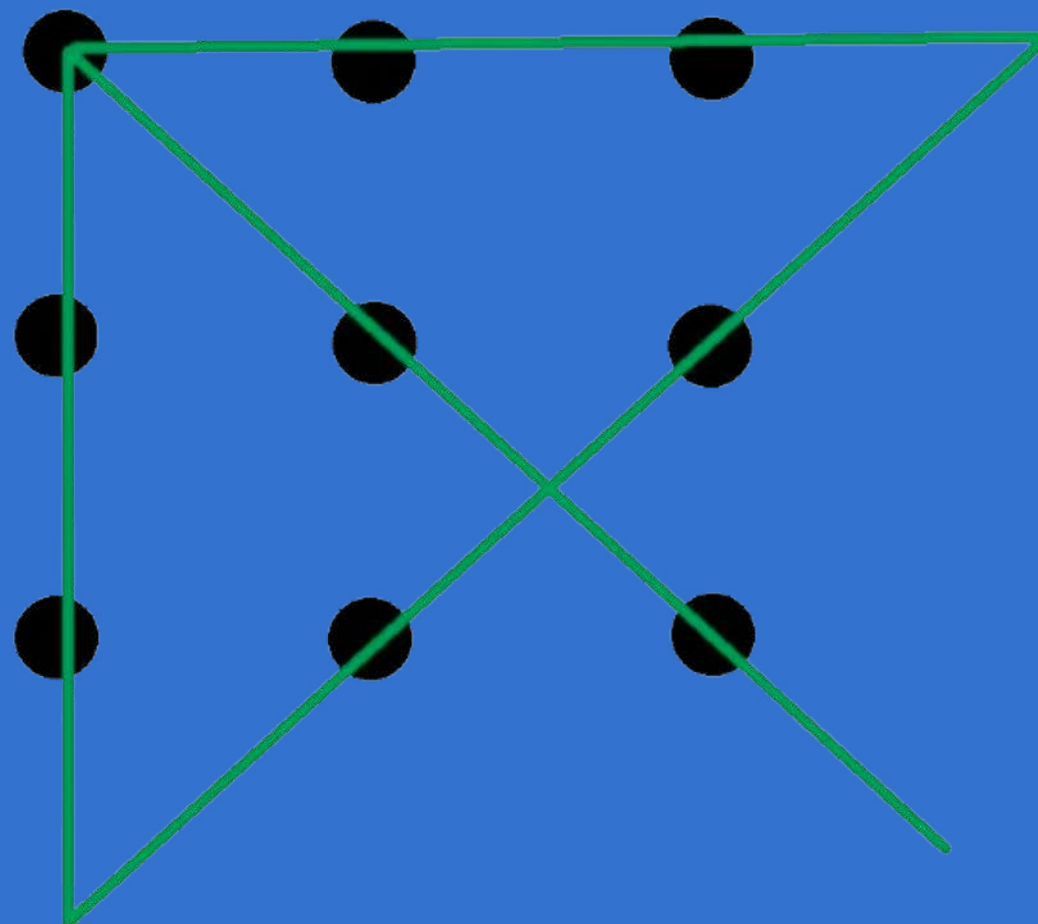




# Living In A Possibility World

*Connect All the Dots with 4 Lines*

What assumption am I making,  
That I'm not aware I'm making,  
That gives me what I see?



What might I now invent,  
That I haven't yet invented,  
That would give me other choices?



# **Living In A Possibility World Vs A Measurement World**

“Your success is not in how many sales you make but how many lives you impact.”

- Bob Burg, The Go-Giver

## **Question to ask yourself:**

How are my thoughts and actions part of the **measurement** world?





# Back to My Dad



**Write Your #1 Letter  
to Yourself.**





**THANK YOU!**

**Connect with me!**