

**CAN YOU  
SUCCEED HERE?**

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# Can You Succeed Here?

**A Sales Hierarchy of Needs Story: Situation**

**Jacquelyn Nicholson**





my  
why



# Question #1

## How do you define success?

there isn't a universal right or wrong answer

**Is it money?**

**Is it power?**

**Title? Possessions?**

**Freedom? Peace? Joy?**

**a short story**

**Money can be taken away.**

**You can lose power, title, and  
possessions. Even your health.**

**What can no one take from you?**

# Question #2

## What is good & what is not?

important to look at this with a clear mind



# sales hierarchy of needs: situation

- ☐ meh industry: **Marketing Technology - Data and Analytics**
- ☒ company: **Complete Shitshow.**
- ☒ leadership: **Toxic Leadership. Four Vile Managers.**
- ☐ meh territory: **Managed Strategic Accounts. Losing Accounts to Others.**
- ☐ meh benefits: **Average.**
- ☐ meh workload: **Bored Silly.**
- ☐ meh balance: **Olympic Level Gaslighting from Exective Management.**
- ☒ earnings: **Increasingly Unachievable Quota. Churn.**
- ☒ growth: **Antithesis of Growth. Stifled. Losing Brain Cells.**
- ☒ fulfillment: **Non-existent. Ashamed to Work There.**

# Question #3

**Why ?**

**What is needed?**

**Change?**



**This is fine.**

adult swim



Or  
Do you  
need to  
change?

# Situation

# Emotions

**your emotions are NOT caused by your situation!**

# Situation Thoughts Emotions

the key? your THOUGHTS about the situation!



**Regardless of  
Situation**

**Control Your  
Thoughts**

**Control Your  
Emotions**

**thank you**

**“that was  
amazing!”**



**Whoa!  
I'm  
ok!**

# **SALES SUCCESS SUMMIT**

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