

# WHEN SUCCESS FEELS LIKE SURVIVAL

KALEIGH CONNERS



# When Success Feels Like Survival

A Sales Hierarchy of Needs Story: Situation

Kaleigh Conners





me



my everything





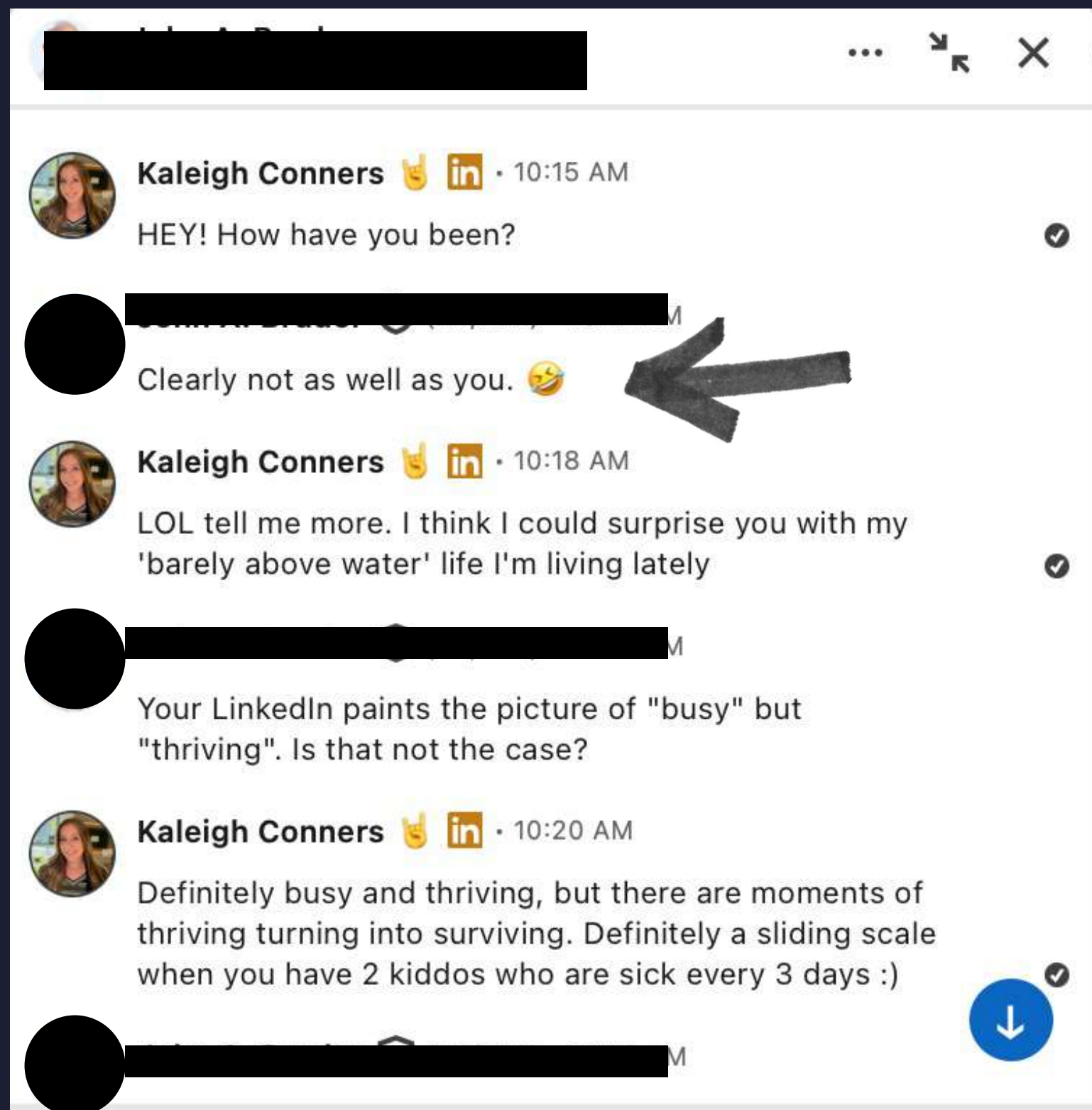
HEY! THAT'S  
ME!





are you  
thriving  
or  
surviving?

you can't thrive in a place that only rewards survival.



“clearly not as well as you”

I'm sure he meant well, but  
this pissed me the f\*ck off.

**You don't know *me*.**

**You don't know *my life*.**

**Don't suggest I'm thriving just  
because of my social presence.**



**You've had **this moment** too.**

**when someone assumes you're thriving from  
the outside, while you're just holding it  
together**

“You suffer more in **imagination** than in **reality**.”

- Seneca

**damn.** isn't this the truth?



**my reality is that I exist on a sliding scale**

my **passion** shifted



WHO ARE YOUR HEROES?

# sales hierarchy of needs: situation

I realized for the first  
time, in a very long time,  
I don't look up to anyone.

This **scared** me.

We all admire or are inspired by certain people. The kind of heroes we choose say a lot about us.

1. Who do you look up to and why?
2. If you could borrow a few traits, values or elements from them, what would they be?
3. List two qualities that you could develop to be more like these heroes.

# sales hierarchy of needs: situation



industry: **cybersecurity professional services**



company: **uncertainty looming**



leadership: **great manager. Above that, leadership was uninvolved**



territory: **Fortune 500 companies, mixed industries, focus on healthcare**



benefits: **not bad, but also not something to write home about**



workload: **9-5 expectation, workload was manageable**



balance: **good groove, no complaints. a bit too much drama for my taste.**



earnings: **peak year, outlook declining**



growth: **non-existent**



fulfillment: **fading**



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**you can't thrive**  
**in a place that**  
**only rewards survival**



# I started reconnecting with my network through my personal CRM.

	A Name	Why in my network?	Interests	LinkedIn	Email	Phone	Flashcard	Current Place
1	Jack	Mentor Sales Network	Entrepreneurial Fractiona	<a href="https://www.linkedin.com/i...">https://www.linkedin.com/i...</a>	jack	(77	Sa	Massachusetts
2		Cybersecurity Manager	Peloton Beach Club M	<a href="https://www.linkedin.com/i...">https://www.linkedin.com/i...</a>				Long Island
3		Family	5AM Club Fitness Ent	<a href="https://www.linkedin.com/i...">https://www.linkedin.com/i...</a>				Long Island
4		College Professor Great t	FBI Digital Forensics R	<a href="https://www.linkedin.com/i...">https://www.linkedin.com/i...</a>				Rochester, New York
5		College Anjolen	Penetration Testing Hacki	<a href="https://www.linkedin.com/i...">https://www.linkedin.com/i...</a>				Middletown, New York
6		College Potential Buyer	Cyber	<a href="https://www.linkedin.com/i...">https://www.linkedin.com/i...</a>				Fayetteville, New York
7		College	Cyber Fraud Investigation	<a href="https://www.linkedin.com/i...">https://www.linkedin.com/i...</a>				New York City
8		College Lacrosse	Dog North Carolina	<a href="https://www.linkedin.com/i...">https://www.linkedin.com/i...</a>				Charlotte, North Carolina
9		College	Cyber	<a href="https://www.linkedin.com/i...">https://www.linkedin.com/i...</a>				Wilmington, North Carolina
10		College Potential Buyer	Cyber	<a href="https://www.linkedin.com/i...">https://www.linkedin.com/i...</a>				Utica, New York
11		College	Cyber	<a href="https://www.linkedin.com/i...">https://www.linkedin.com/i...</a>				New York City
12		College Professor	Cyber	<a href="https://www.linkedin.com/i...">https://www.linkedin.com/i...</a>				Utica, New York
13		College Professor	Cyber	<a href="https://www.linkedin.com/i...">https://www.linkedin.com/i...</a>				Utica, New York
14		College Professor	Cyber Teaching	<a href="https://www.linkedin.com/i...">https://www.linkedin.com/i...</a>				Utica, New York
15		College	Cyber Worked at GreyCas	<a href="https://www.linkedin.com/i...">https://www.linkedin.com/i...</a>				Utica, New York
16		College Old Roommate	Cyber Religion Furnitu	<a href="https://www.linkedin.com/i...">https://www.linkedin.com/i...</a>				Albany, New York
17		College Dated Chelsea	Soccer Cyber	<a href="https://www.linkedin.com/i...">https://www.linkedin.com/i...</a>				Tampa, Florida
18		GreyCastle Security	Big House Loves Travel	<a href="https://www.linkedin.com/i...">https://www.linkedin.com/i...</a>				Troy, New York
19		GreyCastle Security	Lives near Rebecca Rathbun	<a href="https://www.linkedin.com/i...">https://www.linkedin.com/i...</a>				Saratoga Springs, New York
20		GreyCastle Security	Loves VW bus'	<a href="https://www.linkedin.com/i...">https://www.linkedin.com/i...</a>				Fairport, New York
		GreyCastle Security	Ever	<a href="https://www.linkedin.com/i...">https://www.linkedin.com/i...</a>				Cicero, New York

(thanks Matt  
DuPont!!)

I **stopped** waiting  
for the right situation  
and **started building** one



I **reconnected** with Ben.

We continued to stay in-touch.

In every conversation, he shared **amazing** pieces of information about his current role. I was **interested**.

I casually told him to let me know if a role ever opened up. **He did.**



**the interview**

the offer

# the decision

- ✓ **industry:** cybersecurity professional services
- ✓ **company:** VC backed, growing, good culture
- ✓ **leadership:** manager is intelligent, Sr. Leadership is heavily involved
- ✓ **territory:** Fortune 500 companies, mixed industries, focus on healthcare
- ✓ **benefits:** continuing education stipend, daycare reimbursement
- ✓ **workload:** A LOT. But, really interesting work and much more technical - which is a big goal of mine to master.
- ✓ **balance:** flexible. treated like an adult who knows how to run their business, even if those hours aren't exactly 9-5.
- ✓ **earnings:** one person is making \$1M /year. Multiple other reps are making big \$\$\$. Ratio is stellar. Indicates a path exists for BIG earnings.
- ✓ **growth:** most delivery + sales reps have been here for a while and have been promoted into different roles throughout time.
- ✓ **fulfillment:** all of the above is exciting as heck



but would **my family** be okay with it?



we made a **90 day pact...**

- get back to the **gym**
- **work later** than usual
- **get acclimated** to this
- find our **new routines**

i quit my job





now I feel like I was  
drafted to an **NFL team**

it's **hard**

but this is what I wanted





you can't thrive  
in a place that  
only rewards survival

your situation  
isn't your  
ceiling — it's  
your starting  
line.

now my  
question to you

if you're surviving,  
how will you change  
your situation?



thank you



# **SALES SUCCESS SUMMIT**

**— 2025 —**