



KNOWLEDGE, SKILL, DISCIPLINE: BASELINE & ASPIRATIONAL

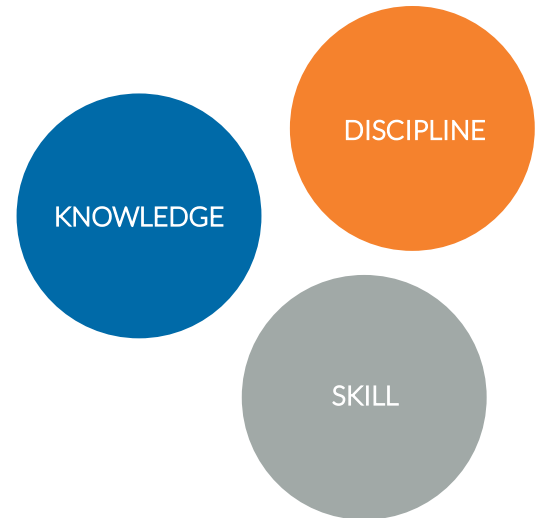
All human performance stands on a simple but powerful foundation of three critical pillars: **knowledge, skill, and discipline.**

Knowledge = The sum of facts, stories, frameworks, concepts, heuristics, opinions, formulas, etc. Knowledge is what you know and believe (e.g. 2+2=4, features of your product, take-away's from books you have read or studied)

Skill = An ability to DO something that is acquired through sustained effort and continuous feedback in order to accomplish a complex task with an idea, a thing or a person. (i.e. deliver a compelling speech, throw a ball, cook a certain recipe, speak a non-native language, inspire trust from others, write computer code)

Discipline = The choices we can consciously make in service of better outcomes. (i.e. being punctual, practicing before performing, stretching before exercise, pausing before answering)

The purpose of this Sales Tool is to help you capture your current inventory of sales knowledge, skill, and discipline - a baseline. Write these in the "baseline" section of the Tool. Additionally, this Tool should help you to begin to codify the distinct sales knowledge, skills and disciplines you aspire to - those that you associate with exceptional sellers. Capture these in the "aspirational" section of the Tool.



	Knowledge	Skill	Discipline
CURRENT BASELINE			
ASPIRATIONAL			

KNOWLEDGE IS NOT ENOUGH