

# **The Five Disciplines of Ultra-High Performance**

**P**icture this: It's 7:47 AM on a Tuesday morning and you're already 30 minutes into your morning prospecting block. Your phone rings—it's the CEO you've been pursuing for three months. "I've been thinking about our conversation," he says. "When can we talk?"

Your pipeline is robust. Your calendar is full of qualified appointments. Your deals are advancing predictably through your sales process. You're hitting quota consistently, not scrambling at month-end. Your manager supports you instead of breathing down your neck about the numbers. Your confidence is at an all-time high.

This isn't a fantasy. It's the life of an ultra-high performer.

## **The Elite Athletes of Sales**

Ultra-high performers are the elite athletes of the sales profession and its highest earners. These are the top 20% who earn the accolades, go to President's Club, win trips, get the spiffs, and take home almost all the commissions and bonuses.

We envy them. We desire to be them. We seek to emulate their success, to discover their secrets, and take their place on the ranking

report. Sadly, most average salespeople fail in this pursuit because most salespeople don't understand what makes UHPs so successful.

## **Ultra-High Performers Make It Look Effortless**

Ultra-high performers are so good at selling that at times it looks effortless, like magic. It's no different than how elite professional athletes make winning look easy.

Because of this, it's difficult to discern exactly what it is that makes them so successful. You watch them, then try to do the same thing and fall flat on your face.

If you ask them, they'll usually find it difficult to put into plain language exactly what they're doing differently, too. Imagine, for a second, the post-game interviews with players after a big Super Bowl or national championship win:

*Reporter:* "How did you pull off such a big win?"

*Player:* "We just worked hard and stayed focused."

*Reporter:* "Well, you guys made it look easy out there. What did you do differently?"

*Player:* "We just did what we had to do and gave it 110%. We believed in ourselves."

Sound familiar? That's because ultra-high performers often describe their success in vague terms—not because they're hiding secrets, but because greatness has become automatic. They've reached a level of unconscious competence where what feels ordinary to them looks extraordinary to everyone else.

# Success Leaves Clues

Hundreds—if not thousands—of books have been written purporting to reveal the secrets of sales success. Mostly these books tilt at windmills in a quixotic pursuit of secrets the authors fail to fully understand, filling you with gratuitous pandering and complicated concepts that fall apart on real-world prospecting and sales calls.

Sadly, most sales trainers and experts love to take simple concepts and make them unnecessarily complex.

My unwavering focus as an author, trainer, and sales coach has always been the opposite—to make the complex, simple. To cut through the noise, eliminate the fluff, and give you the fundamentals that actually work in the real world.

In sales and life there is a fundamental truth: Success leaves clues. There's little need to “reinvent the wheel” or overcomplicate things. Just study what successful people do and you will find their patterns. Duplicate those patterns and you'll duplicate their success.

After three decades in sales and working with tens of thousands of sales professionals across every industry imaginable, I've made studying ultra-high performance and finding those patterns my life's work and vocation.

In that time, I've discovered ultra-high performance is within reach of every sales professional because the key ingredient is discipline—a trait that every sales professional has the potential and ability to master. But it's not just one discipline; it is five core disciplines, fundamentals that once mastered will change everything for you. To recap, the five disciplines are:

1. Pipeline discipline
2. Time discipline

3. Probability discipline
4. People discipline
5. Emotional discipline

As you work through Part I and the rest of this course, consider which of these disciplines you should focus on to see the greatest benefit in your performance.

## **Day 1 Review**

### **Activity 1.1: Make Your 90-Day Commitment Now**

This system only works if you work it. That means showing up every day, reading the content, and completing the exercises. No shortcuts. No skipping ahead. No “I’ll catch up tomorrow.”

Before you turn to Day 2 I need you to make a commitment. Not to me—to yourself and the person you’re about to become. For the next 90 days, I will:

- Read each day’s content completely
- Complete every exercise and action item
- Track my progress honestly
- Bounce back quickly from setbacks
- Stop making excuses and start making changes

Sign your name: \_\_\_\_\_ Date: \_\_\_\_\_