

Great
Talent
Great
Business

EP4

Season 3

Cheat Sheet

The Sales Expert's Guide to Doubling Revenue – Without Adding Headcount

Featuring Morné Smith

By Rob Levin, Creator of [Greattalentpodcast.com](https://greattalentpodcast.com)

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You just listened to Morné Smit break down what's really behind underperforming sales. This playbook helps you take the big ideas and turn them into practical steps you can use to tighten your process, energize your team, and boost results — whether you're running sales yourself or leading a growing team.

Ready to put what you heard into work? Let's dive right in!

1. Diagnose the real problem

Sales problems usually come down to one (or more) of three things:

- People
- Process
- Proposition

Rate each area in your company from 1–5:

Area	Score (1–5)	Notes / What needs fixing?
People		
Process		
Proposition		

Next step: What area needs the biggest investment this quarter?

2. Spot the Gaps on Your Sales Team

According to Morné, elite salespeople share three core traits:

- Pattern recognition
- Self-awareness
- Genuine service mindset

Reflect:

- Which 3 people on your team model these consistently?
 - 1.
 - 2.
 - 3.
- Where are the gaps?

Try this: Create a short practice exercise to test one of these skills this week.

3. Replace Proximity with Structure

Salespeople thrive with rhythm and reinforcement.

Add structure:

- Daily huddle
- Weekly pipeline review
- Biweekly role practice
- Monthly "story time"

What's one ritual you can add *this week*?

4. Codify and enable

Success isn't magic. Capture what works:

- What are our best reps doing that others can learn?
- Do we have templates, scripts, or discovery frameworks?

Start a "mini playbook" with just 3 things:

- 1.
- 2.
- 3.

Build from there.

"Charisma doesn't scale. Rhythm does. Structure does."

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