



CISCO EXECUTIVE RACHEL BARGER

WITH HOST DON YAEGER

Don's notes and favorite quotes from this episode:

- “If you know where to be and what your role is, you just need that one moment to be special.”
- “You only have so many moments when you have the customer's attention. Mediocre sales professionals don't practice the little things. They say, *‘Oh, I have done the training, I know what to say, I know my customer.’* But the best salespeople ask their colleagues to listen to their pitch and ask their team to run through the demo to ensure they hit all the right angles.”
- “When managing large teams, you can't just be a face in a Webex box. Provide accessibility so that people feel like they know what you're about and care a little bit more about what you're telling them.”

Reflection Questions: Rachel emphasized the importance of focusing on the talent on your team. Use the following questions in a one-on-one this week:

- Tell me about a customer you are really excited about right now.
- What is an area that you wish leadership would invest more in?
- What challenge do you have right now that you would love some help with?
- Who is somebody else I should know at the company?

**Idea: Use her “super skip level” technique of asking her leaders to refer their team members for 15-minute chats with the big boss. This allows you to offer coaching to your team, while hearing conversations you wouldn't have access to otherwise.*

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“No matter where you are in your career,
get a mentor— somebody that you look
up to and can look out for you.”

-Deion Sanders