Brett Keirstead - **00:00**

In Jersey, this meeting is being recorded. This episode talks about Got a guy exercise is the concept that I learned. Obviously we all know it in your community when someone comes up to you and says, man, I'm struggling. I got to get some trees cut down in my yard. And somebody else goes, oh, I got a guy for that. So this got a guy is a sales idea that I work with a lot of different clients on and identifying what it is that you want to be known for in today's day and age. There's too much marketing talk, there's too much AI driven talk, and humans don't talk that way. When business leaders, let's say, for example, a CEO and a CFO are sitting around talking about their business, they're not using this polished marketing language. They're just talking like two people.

Brett Keirstead - **00:51**

They might say, man, we're struggling with our sales team, but just not. Just not happy with them. And someone else will say, oh, I got a guy that can help. And so this common human language that businesses communicate back and forth, or people communicate back and forth, the idea is for you as a salesperson and your company to get into that common language. So again, I'm sitting around with my buddy, drinking a couple of beers and we're talking about yard work. And I say, I gotta get some trees cut down. And he'll go, oh, yeah, I got a guy call Joe Tree, you know, or I need, I'm having plumbing issues. I'll say, oh, call Bob the Plumber, right? So this network, this casual network of people being known for something is what I got a guy is.

Brett Keirstead - **01:39**

So in the sales world, in the professional business, to business selling world. A lot of times the mistake that salespeople make organization make is they focus on their products and services. So they say, oh, we have a world class service IT consulting business, or all of these different descriptions or we offer marketing products, you know, all these different analogies or features and functions or stuff, benefits that we have. But really that's not what people say. People say things like, we're struggling with our sales productivity. These guys are just not getting it and we need training. Oh, okay, I got a guy we should call Brett. You know, we should call somebody. So as a salesperson and as a company, you want to cultivate that common language.

Brett Keirstead - **02:31**

So I'll say to organizations, as I work in my consulting business, for example, I'll say, I solve these problems. If you're talking to people or you hear people talking and they say something like, we're struggling with our sales team, or our new leader is just not getting it, or we've got a new sales leader and he or she's just not trained and they're not comfortable in the role, or we're struggling to break into a new market, you know, any series of different problems that people would talk about, you want to be inserted in that language.

Brett Keirstead - **03:03**

So if you're communicating with people, you're doing networking, you're doing sales calls, you're sending email content, you're going to trade shows, you're doing drop ins, whatever you're doing as a salesperson to get your name out there, you want to do it in the context of the way people talk, right? If you were a tree guy, you'd want to be known as, hey, if you know anybody that needs their trees cut down because they have damage, give me a call. So I might, as a salesperson, instead of saying, you know, we offer a comprehensive set of consulting services, I

might say if you run into the problem where you find that your salespeople are just not getting it, or if you hear that anybody struggling on the revenue side to win net new business, give me a call, I can be your guy for that.

Brett Keirstead - **03:51**

And again, I use I got a guy in a gender neutral term. You know, I'm just, I'm not trying to say it's just a traditional way of saying it. Obviously there's many successful women sales rep. I got somebody for that. If you want to make it general neutral, I'm just trying to make it a point of something that we kind of inherently know. So you want to make yourself known as a problem solver. So in my bio, my sales bio about Brett, I list 10 different problems. For example, that if you're hearing, you should call me. Okay? So the question to any salesperson is an exercise that I recommend doing as a team is go through as salespeople and with your sales organization, with marketing, and do it in two ways. Number one, do it from a business standpoint.

Brett Keirstead - **04:35**

So what does your company's problem solve? What do you want your company to be known for as the problem solvers? And then second to that, the cousin of that, it's very close, is what do you want to be known for you as an individual, what you want your personal reputation to because you want to carry that from the job you're into another job. And throughout your career, as I'm known as that guy, I propagate that. I let people know that's how they should think of me. They should Consider me in this way. They consider me as somebody that's like this, that has this profile that solves these problems. And as I move from place to place, I can bring that on my interview process.

Brett Keirstead - **05:12**

I can do in other sales roles whatever they are, and as long as they're problem centric, it's irrelevant to the products you sell. Right? So I can, as a consultant, I work with many different businesses. I, I don't have to be a product expert, I just have to be a problem expert. So I help sales organizations improve their productivity and I help sales leaders be excellent in their job. Well, I'm not saying anything about whether I'm in the chemical industry or the roofing industry or software or anything. It doesn't matter. I can port those skills anywhere as long as I'm a problem solver. If you just think of yourself as a vertical market expert, I'm only an expert in B2B software as a service, that's fine. There's an area of specialization, but it does limit you throughout your career.

Brett Keirstead - **06:00**

So I got a guy or I got somebody I know somebody is an exercise that you can do as an organization in some pretty simple steps. Again, get your team together, start brainstorming as a group and then make sure as best you can, those skills are things that are attributable to you. You can explain them and if possible, that you have some unique story to tell. Right. You just don't want to be generic if you don't have to. If there's some way like I, you know, we're the best at something or we're really good at something, that's something you want to hang your hat on. I'm really good at sales leadership. I'm really good at revenue growth. I'm really good at helping organizations change their trajectory. I'm really good at helping mentor young sales leaders that are struggling. Like these are specifics.

Brett Keirstead - **06:51**

And if I'm good at that, then it makes it even easier and better when I try to stake my claim as the guy for that.

Again, you also might want to find a specific market, maybe in a geography, maybe at certain verticals, if that's the job you're in at the time. But the more you get specific on that, the better. Then check all of your writing, check all of your marketing, check your email, check your voicemail scripts, check your outbound scripts, check your presentations. Make sure all of that aligns with those problem statements that you want to be known for. So I got a guy as an exercise that I would encourage all my clients to do to get definition on their unique value proposition and what they want to be known for.

Brett Keirstead - **07:34**

And then making sure that all of their content is written in plain English. How humans talks to each other, not in AI or marketing speak.