SECTION 8

Person 1: We have a video that's about the process of scaling sales teams from being a one-man show to having a massive sales team that produces a lot of cash flow.

Person 2: That sounds interesting. Can you explain the process of scaling sales teams to me?

Person 1: Sure, it starts with you being the only person on the sales team, setting and closing leads by yourself. Then, once you prove the process of getting enough numbers, you start hiring setters and continue setting in your free time.

Person 2: And how do you know when to hire setters?

Person 1: You hire setters when your process is proven to work and you're able to set and close people at a high enough rate. You might have to hire quite a few setters before finding good ones.

Person 2: That makes sense. And what happens after you hire setters?

Person 1: Once you have enough setters to fill your calendar, you become a full-time closer. You choose who's next in line to be a closer, and if there's no one, you bring out more setters and keep hiring talent until you find people who could eventually be a good closer.

Person 2: That sounds like a good strategy. And what do you do with the overflow calls?

Person 1: You'll reroute the calls to the next setter in line who's meant to be a closer, and then you look at their performance. If they perform well, you're in a good spot.

Person 2: what if this setter doesn't perform?

Person 1: If they don't perform, you're gonna reroute the overflow calls to someone else. You're gonna say, Hey, sorry, you're, you're not performing. We can't afford to burn these leads. We're gonna pick somebody else who we think is gonna perform. And again, they don't have to perform as good as you, but they just need to be performing at a really solid, acceptable rate.

Person 2: Okay, so once we have enough setters to fill their calendar entirely, we move them to a full-time closer?

Person 1: Yes, exactly. And we keep hiring setters until we have enough slots to fill their calendar entirely, and then we select who's next in line to be the closer.

Person 2: Got it. So, we start hiring more setters and when we have overflow calls where the current closer can't take any more calls, we simply pass them off to the next closer in line.

Person 1: Yes, that's right. And it's important to select the best Closer based on their performance, not just how long they've been on the team.

Person 2: So, we reroute the calls to the new Closer who came on board and is way better than everyone else.

Person 1: Exactly. And once we have two full-time closers with full-time calendars, we should be doing multiple seven figures a year.

Person 2: Okay, I think I understand. So we just need to keep hiring setters and ensure everyone is performing at an acceptable rate.

Person 1: Exactly. And once we have enough setters, we can focus on scaling the sales team rather than being a part of the sales team ourselves.

Person 1: Now, you might need a couple more setters than this. Maybe you need less setters. That's gonna be really dependent. But if you have two full-time closers with packed calendars, you should be doing multiple seven figures a year.

Person 2: Okay, I see. So what's next after having two Closers with packed calendars?

Person 1: we're gonna keep repeating this process, hiring more setters, picking who's next in line, moving another person to be a Closer over and over again.

Person 2: Got it. And what happens when we've repeated the "scaling sales teams process" enough?

Person 1: Eventually, they're gonna be closing so many deals every single day that it might just make more sense to have someone else take care of actually the financing process. The same way you go into a car dealership and the sales guy is different than the financing guy. It's the exact same thing.

Person 2: I see. So what's the final evolution of the "scaling sales teams process" ?

Person 1: The final evolution is when we get to a place where we have tons and tons of deals, we move one of our setters to a full-time finisher up here. A full-time finisher to make the machine even more efficient. We do this for two reasons.

Person 2: What are the two reasons for having a Finisher ?

Person 1: Number one, closers can take more calendars because they don't have to be on the calls to people this long. So they can do deal after deal after deal faster. And number two, there's a better frame. We have less people back out of deals because now they feel like they're getting onboarded.

Person 2: Okay, that makes sense. And what do we do after having a full time Finisher?

Person 1: If we have it to where you have so much volume, one finisher can't handle it, you bring another finisher. And we just keep repeating this process over and over again of picking the next setter in line to be a Closer, giving them the overflow calls, and then once they prove themselves, they become Closers.

Person 2: So, how are we going to build our sales team?

Person 1: Well, the plan is simple. If they perform, they become a Closer. If they don't perform, we cut 'em off and we give somebody else that opportunity and we have them keep setting.

Person 2: Got it. And how do we manage all the bookings for the calls?

Person 1: We hire enough setters to where they can both be on field full-time with a packed calendar, and all these setters are just setting to a calendar pool that evenly distributes the appointments.

Person 2: That sounds like a lot of work. How do we keep everything organized?

Person 1: We're gonna follow this super simple process of going from one stage to the next stage. Until pretty soon we're doing multiple eight figures. It's super, super simple, you guys just follow this process to a T. You will have a rock solid structure of a sales team. And then what you do is you just have a manager out here who's just managing the whole thing.

Person 1: Hi there, everyone. I hope you're all having a good day. My name is Terry, and I'm here to give you an overview of hiring and recruiting amazing talent. After my part, my friend Logan will join and give you more information. Let's get started, shall we?

Person 2: Sure, Can you tell us what an A player is?

Person 1: Absolutely. An A player is someone who can crush it right out the gate. They have specific characteristics such as hunger, coachability, humility, integrity, great intentions, and fantastic energy. These are the parameters you should be looking for.

Person 2: That's interesting. What about the setters? What should we keep in mind while hiring Setters?

Person 1: Setters are not an entry-level position. They are the front line of the organization and the first point of contact. You should pay them accordingly,You don't have to stick to industry standards of 10%. In the past, we've paid up to 15-20% to get the offer going and get the business up and running. This helps with retention and fills in the gaps in income from slower weeks.

Person 2: That makes sense. What other things should we keep in mind while hiring talent?

Person 1: You should look for track records, trajectory, alignment with your mission and core values, and cultural fit. It's also essential to know where to find high-level talent. Facebook groups are a free and easy way to seek out top talent.

Person 2: That's very helpful. Do you have any advice for entrepreneurs starting their businesses?

Person 1: Yes, entrepreneurship is a beautiful rollercoaster of emotions, especially in the beginning. You have to work hard and be open to letting go of people who are not a good fit. Communicate effectively and authentically with the right framing as to why they were let go. A bad fit culturally is a quick way to drag your best fits down.

Person 2: How to recruit the best talent for our team?

Person 1: Referrals are the number one way to recruit. It's how 90% of the team in our portfolio was hired.

Person 2: That's interesting. Do you know how to go about getting referrals?

Person 1: There's a right and wrong way to do it, but we can dive into that later. We also have standard operating procedures and templates in the talent section to help us with the recruitment process.

Person 2: That's great, what else should we keep in mind while recruiting?

Person 1: We want to give our candidates a phenomenal experience from the first point of contact to their start date. We want them to feel excited and fired up. Our brand should be echoed throughout the entire process, and it should be like they're joining an elite organization.

Person 1: This section is all about talent acquisition. It's essential to locate the right people who will make a significant impact and join your organization's family for the long term. So let's get started.

Person 2: Sounds good. What topics will you be covering in the talent acquisition section?

Person 1: We'll be covering what to look for in a candidate and where to find them. We also have a bonus section on cultivating applications and referrals.

Person 2: Will we be using any specific tools or resources for talent acquisition?

Person 1: Yes, there are two ways to approach talent acquisition, and we'll cover both.

Person 2: So, what about industry standards? I mean, is there a certain compensation structure we should be following?

Person 1: Well, we try not to use the term 'industry standards' because what works for one company might not work for another. But when we launch a new offer without much track record, we typically offer higher commissions to attract top talent. And we also have this spiff program that can add up to 80% on top of their commission.

Person 2: Wow, that's pretty generous. But I guess it's worth it if we're getting high-level talent.

Person 1: Absolutely. And when you combine that with all the other ways we optimize our business, it really pays off in the end.

Person 2: I think if we want to retain top talent, we need to be willing to pay more than the industry standard. What do you think?

Person 1: I agree, instead of just sticking to a 10% commission, we can offer bonuses for hitting certain metrics. For example, if someone gets 20 units in a week, they'll get an extra $5,000. That way, we're incentivizing people to work harder and drive the business forward.

Person 2: That makes sense. And if we're able to offer higher commissions, we'll be able to attract top talent. But where do we find top talent?

Person 1: Facebook groups are a great tool for finding talent, especially if you don't have many connections in the industry. For example, if we're looking for fitness trainers, we can search for Fit Pro groups and offer them a higher commission than they're currently making.

Person 2: That's a good idea. And we can post in other groups specific to our industry to find talent with a track record.

Person 1: Exactly. We don't have to limit ourselves to just high ticket closers or setters. There's amazing talent in other groups as well.

Person 2: How can we go about finding candidates for job opportunities?

Person 1: One way is to join a group related to the job opportunity you're offering.

Person 2: What should we do if our post doesn't get approved in the group?

Person 1: We can reach out to the author or admin of the group and explain our intention to provide an incredible opportunity.

Person 2: How should we approach the author or admin of the group?

Person 1: We can introduce ourselves and our company, explain how we impact people, and express our desire to add value to their group by posting a job opportunity that aligns with their members.

Person 2: Is it necessary to have multiple job opportunities available?

Person 1: No, even if we're looking to hire just one person, it's still worth reaching out to the group and potentially providing value to a few members.

Person 2: Okay, got it. So we should join a group and reach out to the admin if we can't get our post approved. That sounds pretty straightforward. What's the next step after joining facebook groups?

Person 1: Well, let me give you an example of what we would actually post. This is the Athena Fitness offer that we have running within the portfolio. It's very simple and catches people's attention. You're gonna wanna catch them right after that, Wanna join a hundred million dollar team?

Person 2: Oh, I see. So we need to have a catchy post that will attract high-quality candidates. That makes sense. But what if we don't have a hundred million dollar portfolio?

Person 1: No worries, we have another post that doesn't include that. You can still recruit incredible talent. Our catch for this one post was 'wanna join a hundred million team, High ticket A players. You do not want B players and C players'. By stating that we want an A player on our team, it becomes incredibly easy when people apply. And you can identify those A players after that once you get into the interview process.

Person 2: Okay, got it. So we need to be clear about what kind of talent we're looking for. What do we do after being clear about what kind of talent we're looking for?

Person 1: Well, we have an insane high ticket B2C offer within women's fitness, currently scaling the 10 million a month. We're hiring inbound and outbound, Inbound essentially is going to be your Closer team. You're gonna be having inbound needs going through your funnel, and then Setters that are gonna be calling opt-ins that are coming into your funnel as well.

Person 2: Alright, I see. So we need to have an inbound team to go through our funnel and outbound dialers who are calling the opt-ins. What's the benefit of having an inbound team?

Person 1: The benefit of having an inbound team is that you have a Closer team who are experienced in the industry and can manage the high-quality lead flow. Currently, we're scaling the sales floor set of positions making eight to 10 K per month, which is great because you're gonna be able to get closers that are making, you know, maybe they're on an offer that's fatiguing right now, and you're gonna be able to get closers, which is essentially what we always do is we have closers, high level talent start in the set position.

Person 2: I see. So having closers start in the set position is a good way to get high-level talent. But won't high ticket closers not want to take a setter role?

Person 1: That's not true. They'll take it, especially if it's, you know, if you have a trajectory of like, Hey, rip this for four weeks and you can be next in line to be a Closer.

Person 1: We need to make sure we know how to fully optimize the leads that are coming in the door. We'll incentivize you and give you a roadmap to move up into that closer role.

Person 2: That sounds good. What kind of incentive structure are you thinking of?

Person 1: Well, we'll make it worth your while. We can offer 20 to 25K per month, on average. And it's super easy and appealing.

Person 2: Wow, that's a lot of money. But what if we don't have Closers making that much yet?

Person 1: That's fine. The goal is to find high-level talented people, even if we're projecting income. We can hop on the phone and walk them through logically how our system works and what we expect conversions to look like.

Person 2: Okay, that makes sense. How do we pitch this to potential candidates?

Person 1: We need to talk about our core values and the vision we want to accomplish. We also need to highlight our results rate and fulfillment. We should avoid making unrealistic promises that could turn people off.

Person 2: Got it. I'm on board. Let's do this.

Person 1: Hey, did you hear about that guy who made 30k in his first month?

Person 2: No, what happened?

Person 1: Well, he realized that the fulfillment was terrible and the clients were unhappy. They started texting him, asking for refunds, and it was exposing his closing team.

Person 2: That's rough. But I guess it's important to have good fulfillment to avoid that kind of thing.

Person 1: Exactly. And you don't want to be a snake oil salesman either. You just want to find people who are genuinely interested in what you're offering.

Person 2: So how did he find those people?

Person 1: He posted in high ticket groups, asking for A players who were interested in his B2C offer. He asked them to comment below and he'd DM them on the next steps.

Person 2: And did it work?

Person 1: Yeah, he got 12-15 applicants off of just one post. He even had a step-by-step process for his VAs to follow to cultivate more applications.

Person 2: Wow, that's impressive. It sounds like he's really building an amazing team.

Person 1: Yeah, he is. And he's looking for people who want to make a long-term commitment, not just make commission.

Person 1: So the next step is submitting your application here so we can get a little bit of background before we schedule a call. We'll send you a type form link, which is super easy to use.

Person 2: Got it. Can we integrate the type forms into our CRM?

Person 1: Yes, if you have Go High Level (GHL), you can create a pipeline there that says recruitment. Every form that comes in just goes into that pipeline. But if you don't want to have the integration, or you just need a couple of applications, you can just go into the type form.

Person 2: Okay, and how do we get notified when someone applies and submits the typeform?

Person 1: You'll get an email from Typeform to your email address. So when a new one comes through, you don't have to go into Typeform, you can just click on the type form in your email and read through it.

Person 2: The type form seems a bit long with 24-25 questions. Will people still fill it out?

Person 1: Yes, if you've provided them enough information beforehand and there's enough interest, a bunch of people are going to fill this out. And it gives us more to talk about on the call specifics. Plus, there are key questions about culture and experience that can tell us a lot about the person.

Person 2: That makes sense. So what happens after we review the typeform?

Person 1: We'll send you a ZPI link to book a call. If you look at your email and it's somebody that you want to interview, just say, Hey, got a chance to look through your application and would love to book a call. Then insert your calendar link and drop that. It's a high intent process, so you shouldn't have to chase people down with this.

Person 2: Okay, and what if someone asks for more information about our offer?

Person 1: No problem, just tell them it's a $9,800 offer with 10% commissions for all closers and 8% for all setters. Even if you're expecting to bring them on as a closer, I always say commissions for both, because I want them to know the number.

Person 1: Hey, have you seen the commission breakdown for this fitness offer? It's only 8%, which isn't that much different than 10%, but it's super transparent.

Person 2: Yeah, I agree. Being transparent is really important in communication. So, what do you send to people when they ask for more information?

Person 1: I usually just send them a simple breakdown of the program. It includes one-to-one coaching, three daily accountability check-ins, and is a 12-month program. I also mention a 21-day mindset and psychology mastery program.

Person 2: Oh, okay. That sounds like enough information to me. How did you guys go about recruiting for this program?

Person 1: We went all out on recruitment, and our goal was to get 100 applications within 72 hours. Through high volume and connecting with a couple of people who run sales groups and incentivizing them, we ended up getting 372 applications in a five-day period.

Person 2: Wow, that's impressive. How did you filter through all those applications?

Person 1: We did over 150 interviews in one week between myself and another recruiter on the team. We ended up pulling amazing people from the pool of applicants, less than 10% of them. And as we started interviewing top-level closers, we found out that some of them were setters too. We just asked them who else they set with and if they had any insights on processes and scaling.

Person 2: Do you think it's important for new hires to understand what it means to operate at a high level?

Person 1: Absolutely. When you're doing that level of revenue and providing that much value to clients, the expectations are so much higher. That's why we ended up getting three additional hires just from referrals from high-level people with high-level networks.

Person 2: That's really interesting. So, how do you go about getting talent?

Person 1: Referrals are the number one way to recruit people, especially when you're building your initial team. High-level people know other high-level people, and they can pull them into their networks and resources to get another high-level individual onto your team that's already trusted.

Person 2: That makes sense. What's the process of getting referrals?

Person 1: It's a simple process. We have the person making the referral do a text intro, send them the form to fill out through type form, get everybody introed, and then go through the same process that anyone else would go through.

Person 2: Got it. Why is talent in our business so valuable?

Person 1: Talent is the most valuable aspect of your business. We've spent years cultivating processes, identifying core values, and understanding what the right fit looks like. If you put it into simple numbers, offering an outlandish referral bonus can help you double your team size and revenue.

Person 1: Did you hear about the insane referral bonuses we could give out to people who bring in new employees for our business?

Person 2: No i didn't. How much are the referral bonuses?

Person 1: For us, we pay anywhere between $500 and $2,500 for a referral, depending on the situation. But if you're just starting out and you need high level closers, you could pay someone who refers to that person over $5,000. The key is to have some sort of structure in place, like a 30-day trial period, before giving out the bonus.

Person 2: That makes sense. But what if the new employee doesn't work out?

Person 1: If they're not a good culture fit or they're not hitting their metrics within the first 30 days, we'll let them go. But if they're a good fit and they're really committed to the job, that's when we give out the referral bonus.

Person 2: Got it. And what if we have enough talent already and don't need any new employees?

Person 1: In that case, you could drop the referral bonus down or just not offer it at all. The point is to use referrals to find the best talent possible and help your business grow.

Person 2: Thanks for the info. I might have to reach out to Terry for more details on this process.

Person 1: Definitely. Terry and the rest of the leadership team are all here to help you with any part of the process, so don't hesitate to ask for help.

Person 1: Hey there, I'm excited to be here today to talk to you about the journey of applicants to new hires.

Person 2: Sounds interesting. What's this all about?

Person 1: Well, it's all about providing a world-class experience for applicants from the first point of contact all the way through the onboarding process.

Person 2: Okay, I see. So how are we going to provide a world-class experience for applicants from the first point of contact all the way through the onboarding process?

Person 1: We've put together a document that outlines the entire process, and I'm going to walk you through it. You'll have full access to the document, but I'll also give you some examples and click into some of the details.

Person 2: Great. So, what's the main goal of the onboarding process?

Person 1: The main goal is to create an elite organization that people want to be a part of. We're not just looking for people with a great track record, we want to pitch them on joining our family and aligning with our long-term mission.

Person 2: That sounds a bit cheesy, don't you think?

Person 1: I know it might sound that way, but it's really important that we have people who buy into our core values and principles. We want everyone to feel like they're a part of the family, and we want to create a culture that's truly successful.

Person 2: Okay, I can see where you're coming from. So, how do we make sure we're hiring the right people?

Person 1: Think about it as if you're spending three days camping with them. If you can't see yourself spending that much time with them, then they might not be the right fit. And if you can't have quality conversations with them and talk about their position and how it impacts the overall mission, then they might not be the right fit either.

Person 1: Hey, so step one in the process is our type form. So here is an example of our type form for one of the businesses we have, which is Athena, now chain. So this is Athena by Queen Body.

Person 2: What kind of questions are included in the typeform?

Person 1: It starts with basic questions like name, name, and so on. It also includes questions related to their experience and skills.

Person 2: Okay, got it. What's the next step in the typeform?

Person 1: Step two is setting up an interview flow calendar and a booking link. We suggest including a Zoom link in the booking information to do video interviews because 90% of communication is nonverbal.

Person 2: That's a good point. What else do you suggest for the interview process?

Person 1: Another great thing we do here is sending the applicants a video of our core values after they book their interview. We've had a lot of success with this.

Person 2: That's a good idea. What about the interview itself?

Person 1: We have a full interview script that includes all the questions you could possibly ask, with a breakdown of exactly why you want to ask these questions. We also have a script that you can make your own, which includes our five core values.

Person 2: Sounds great. Thanks for sharing all this information with me.

Person 1: Hey, I was thinking about adding a new document on overcoming objections to our hiring and recruiting funnel. What do you think?

Person 2: Sure, that sounds good. But do we really get objections that often?

Person 1: Honestly, we very rarely get objections because our funnel is so great and solid. Anyone who comes through always ends up selling themselves to us. I don't think I've ever had any objections come up because of the experience they have by the time they get on the phone with me.

Person 2: Oh, I see. So, what's the plan then?

Person 1: Well, I think we should continue our current approach of hiring A-players on the call if we know they're a rockstar. But if we need to talk to a business partner before hiring, we can end the call by mentioning that we need to run the conversation by our partner and we'll reach back out with next steps onboarding.

Person 2: Got it. And what about the onboarding process? Can you tell me more about the onboarding process?

Person 1: Sure. Actually, our onboarding process is pretty extensive, so I think I'll make a separate video on that. But just to give you an idea, we have a solid document on it in our hiring and recruiting funnel. We make sure to provide a thorough and smooth onboarding experience for our new hires.

Person 2: So, can you explain how we onboard new hires effectively?

Person 1: Sure. First, we make sure they're fully aware of everything they need to do and have access to all the necessary resources. We have separate videos and documents for them to review, as well as different training platforms like video content.

Person 2: Okay, and what about the offer letter?

Person 1: We break down the key expectations within their position and make sure both parties sign the offer and letter of intent. Then we store it in our Google Drive or employee folder to keep everything organized.

Person 2: Got it. And what's the onboarding schedule like?

Person 1: We have a five-day onboarding process. On the first day, we have a morning tech setup call, where we set up their company email and give them access to our communication tool, Slack. We also give them homework for the day and have two evening calls.

Person 2: And what about day two?

Person 1: On day two, we answer any questions from the training modules they completed, talk about our company culture, and emphasize the importance of being hungry for success.

Person 2: Okay, and day three?

Person 1: Day three is similar to day one and two, but we also make sure they're listening to prior successful calls. And we have a live tour of Slack and the different groups they'll be a part of.

Person 2: great, but what about day 4 and 5?

Person 1: Day four is about reviewing necessary documentation and tools and going through CRM setup and how to set up their calendar. And on day five, we review assignments and have a final Q&A.

Person 2: Great, that sounds like a really thorough plan. Thanks for walking me through it.

Person 1: Hey there, everyone. I just wanted to talk about offboarding quickly. It's just as important as onboarding, so we need to have a well-planned process for it.

Person 2: So, what's the first thing to do in the offboarding process?

Person 1: First thing, we want to make sure it's seamless and that we're removing access from all relevant platforms because you never want a disgruntled ex-employee to start blowing up chats in Slack or other communication channels.

Person 2: So, what's next in the offboarding process?

Person 1: Well, it starts with an email to HR with the employee's name and termination date. Then, we assign subtasks to different team members to make sure it's handled properly.

Person 2: That makes sense. What are the apps we should remove their access from?

Person 1: First, we need to remove them from Slack and other apps. We also need to make sure their access to financial apps and platforms is revoked. And of course, we need to make sure they don't have access to their email anymore.

Person 2: Okay, that all sounds pretty straightforward.

Person 1: Yeah, it is. We just need to make sure everyone on the team knows their role and follows the process. And if you have any questions, feel free to reach out to me or anyone else on the team.

Person 2: Hey, what is the team management process you have in place?

Person 1: First thing, We should always aim for radical transparency and overcommunication. If someone hasn't been active for a while, we should call them and see what's going on.

Person 2: And if they still don't respond or show any activity, what should we do?

Person 1: If they haven't been active for a predetermined amount of time, we can send a short and concise email letting them know that we haven't seen any activity from their end and that we will have to deactivate their account.

Person 2: How should we notify people about someone leaving the team?

Person 1: We should notify their direct reports and other relevant people on a need-to-know basis.

Person 2: Why is it important to keep the roster updated?

Person 1: It helps us keep track of who's still on the team and who's not, which is important for keeping the team organized and effective.

Person 2: What's a good approach for letting someone go?

Person 1: Leading with warmth and encouragement, and leaving the door open for future opportunities, is a good approach.

Person 2: Is it important to maintain integrity throughout the process?

Person 1: Yes, it's important to maintain integrity, unless the person did something out of integrity.

Person 2: Can you explain Apex Holdings' vision?

Person 1: Our vision is to serve as an organism that makes the lives of two groups of people exponentially better - our organization and our clients and customers.

Person 2: What is the focus of Apex Holdings?

Person 1: The focus is on impact, and integrity is the guiding principle for every decision we make as a team.

Person 2: How important is integrity to Apex Holdings?

Person 1: Integrity is the North Star that guides every decision we make as a team, so it's extremely important.

Person 2: Why did you want to share this information before our one-on-one talk?

Person 1: I wanted to provide some context about our organization's values and vision before diving into our discussion.

Person 2: That's great to hear. What are your core values and principles?

Person 1: Well, let me start with number one: being obsessed. Everyone on our team must be bought in and all in. Obsession is the bonding point and shared commonality of every person on our team. In our lives, only two things matter: our most important relationships and the vision.

Person 2: That sounds intense. What's the second core value?

Person 1: It's integrity and intentions. We genuinely care about people, and impact is the North Star that guides every decision we make. We do not live out to in, we live in to out. We are ultimately on the field to be a blessing, not to be blessed. We have a similar approach to the military Special Forces. Yes, we are savages. We're obsessed and always all in.

Person 2: Wow, that's inspiring. What's the third core value?

Person 1: Hunger, humility, and coachability. Our hunger is never satisfied. We have an insatiable hunger to learn, become more skilled, grow, improve, and progress. We are willing to drop our ego and understand that we don't matter, and our feelings don't matter. Our vision is what matters.

Person 2: That's really admirable. What's the fourth core value?

Person 1: Trusting the process and doing your job. We know that our vision is not something we can control. All we can control is the process. If we simply follow the process every single day, accomplishing our vision is absolutely inevitable.

Person 2: That's a great mindset to have. What's the last core value?

Person 1: It's discipline and doing the hard things. Our team prides ourselves on the ability to do the hard things on the inevitable days we don't feel like following the process. We pick our head up and do it to the best of our ability anyway.