

THE SKILLS, MENTALITY, & FAITH
NEEDED TO BE GREAT IN SALES

RELENTLESS SALES



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FOREWORD BY PAT WILLIAMS

Basketball Hall of Fame, Author, *Every Day is Game Day*

CHAPTER 3

GO ALL-OUT

“The path to success is to take massive, determined action.”

- Tony Robbins

Life is way too short to not try your very best. When you *finally* get your chance ... you have to go *all-out*. This is the number one piece of advice I give every aspiring up-and-coming sales representative or new sales rep (regardless of sales tenure) who wants to make an impact with their new organization. Had I not given everything I had when I earned my chance to become a full-line sales representative, there's no way I would have the incredible opportunities that I have today. There is a very short window to make an impact with your organization and my advice is always to start FAST.

Adversity has always played a big role in my professional career. I started my career working five years in a start-up that was incredibly challenging and exciting, but ultimately was unsuccessful and failed. I moved on from there into the medical device industry working as an “Associate” Sales Territory Manager as my way to break into the medical device space. Living in Atlanta,

there were days as an associate where I would receive a phone call on a Monday afternoon informing me I *had* to fly to a neighboring state for a 7am surgery case in the Operating Room the very next day. I'd literally be sitting down for dinner with my wife and have to tell her, "I need to leave and head to the airport now!" The first 7+ years of my professional career were filled with adversity and challenges like that, and it came with very little financial compensation. I would have to earn my stripes if I wanted to make it.

So when I *finally* had the opportunity to run a sales territory of my own, I was HUNGRY like a dog on the back of a meat truck. This was my opportunity and I wasn't going to miss my shot. I felt I had so much to prove that there was no way I was going to give anything less than my very best effort. If I failed, it wasn't going to be because I didn't give it everything I had to be successful.

The short version is this: I left a Fortune 500 medical device company for a "no-name" startup. When I joined the organization, we had 50-55 outside sales representatives covering the entire United States of America. This company had a strong visionary CEO and a senior leadership team who were determined to do big things. I saw huge potential for me to succeed there, but it was also a huge risk leaving my current company and moving to another startup. I joke when I explain that I left the "Nike" of medical device companies to shoot my shot at this very small organization. At first, I was worried that I made a huge mistake. The cultures between these two companies were drastically different. The previous organization had fostered an extremely competitive

culture and this new one was more of a family environment. It was certainly a bit of culture shock from what I was used to and I wondered if I'd succeed in such a different setting.

Despite the nagging feeling that I had made a huge mistake, I didn't wallow in self-pity or begin to feel sorry for myself. The decision to move had been made and if I was going to succeed where I now was, I knew I had to give it everything I had. I could not fail again.

By the grace of God and phenomenal coaching and developing from Justin (you will learn more about him in the next chapter), I threw everything and the kitchen sink at being a successful salesperson. I was able to earn a Rookie of the Year Award in my first year and a Territory Manager of the Year Award in my second. This accomplishment allowed me to win the prestigious "Founders" award, given to the territory manager with the best combined two years in a row.

Although having those two years of back-to-back sales success was amazing, success is *not* the lesson or message I want to get across here. At the end of my Territory Manager of the Year run, the small medical device company I was working for was acquired by a much larger organization. Only a handful of salespeople nationwide were brought over with this larger acquiring organization. This type of acquisition is often referred to as a "tuck-in acquisition," as the larger company already had a stellar sales organization with little need for most of our salespeople. The lesson here is this: had I not given an *all-out* effort over the 24+ previous months with this company, there is no way I would have had the opportunity to be one of the few fortunate

individuals chosen to continue with the new company. It was an opportunity that catapulted my career forward.

The lesson is simple. Tomorrow is not promised to anyone. We are only on this earth for a short time. The world of sales (and business for that matter) is a fast-paced environment. When you focus on personal excellence and giving work your ALL, you won't lose. You simply do not know when the next opportunity to take a leap forward will happen and you have to be ready! Going *all-out* means when those opportunities arise, you are poised to take hold of them and put in elite effort to win.

If you get nothing else out of this book (although I'm hoping you learn a great deal), the one thing I want you to walk away with is this: you must keep a **relentless mentality** to win at sales and life. In sales, it's wise to map out your career, but you must keep a year-to-year perspective, understanding that the only thing you are promised is constant change. Organizations will continue to grow, fail, go out of business, get acquired, and CHANGE. Those who stay ready, trust God, and put in excellent work will rise to the top. That's what I want for you. It's why I wrote this book.

At my core, I believe this deeply. It's amazing how *effort* can create distance and a competitive advantage between you and your competition. Adversity and grit combined with a never-give-up mentality have been the story of my career. It's the only thing I've ever been able to control.

When it's all said and done, I probably won't be known as the smartest or most strategic person in sales. But if there's one area I won't ever allow someone to beat me in, it's my effort. Remember that incorporating an *all-out* mentality means doing

the right things consistently over time. Putting forth elite effort means being disciplined, committed to serving your customers well, living with integrity, and giving your best each and every day.

Key Lesson:

There are times and seasons in life where you need to put on blinders and give your sales career your best. Early on in your sales career and when you are new to an organization (the first few years) is definitely one of them. These are pivotal times to give an *all-out* effort.

Mentality Tip: Once you've seen the results of going *all-out*, use that experience to push you to never let up too much. Yes, your effort level will fluctuate during various stages of your career, but once you establish yourself as an elite performer, your effort should always stay at an elite level.

Action Step:

Take a weekend to plan and think over your career. Go to www.JonAlwinson.com and download the "Weekend Planner" and consider where you are right now. Is it time to go *all-out* or make an adjustment in your career?

Thought to Consider:

Everybody's Sore.

Everybody's Tired.

Everybody has an excuse.

Don't be Everybody.

- Lewis Caralla

ABOUT THE AUTHOR



Jon Alwinson lives in Atlanta, GA, with his wife, Sandra, and two children, Ansley and Easton. Jon loves spending time with his family and doing anything outdoors, like fishing, hunting, and sports of all kinds. He and his family attend Passion City Church and want everyone to maximize their professional careers and find hope in Jesus.

If you enjoyed this book, please considering leaving a review online, as it helps others discover it. Make sure to visit **www.JonAlwinson.com** to find the various resources listed in this book and to join our monthly newsletter. Send Jon a text at 404-272-5236 to participate in his weekly motivational text thread. Additionally, connect with Jon on LinkedIn, Instagram, Facebook, or on X (formally known as Twitter).



“I love Jon Alwinson’s powerful message reminding us that who we are and Whose we are play a critical role in our sales approach. As someone who was the #1 producer in several organizations, I applaud his philosophy that we win big in sales when we sell from an abundance mentality, confidently knowing we are loved, approved, and accepted which then frees us to be *Relentless* in our pursuit to help customers and win business!”

Mike Weinberg, Author of *New Sales. Simplified.* and *Sales Management. Simplified.*

“To me, *Relentless Sales* is a coaching book! Jon Alwinson coaches you on how to be a better performer in business and life! **It’s a MUST READ!!**”

Brendan Suhr, Founder of Coaching U and Former Assistant Coach of Detroit Pistons, back-to-back World Champions

“*Relentless Sales* is a master class in the art of sales. This book is a gold mine for anyone looking to elevate their career and life. Jon Alwinson offers more than just powerful insights – he delivers a blueprint for success by **embracing your faith and developing the right mindset to win.** If there is one sales book you read this year, make it this one...it’s a game-changer. A must read for anyone serious about taking their career to the next level.

Scott McCurdy, Founder of Coastal Reconstruction Group

“This is a life-changing book! **If you’re in sales, *Relentless Sales* is a book you should read every year.** It’s an incredibly honest, wise, practical and inspiring book that will impact your career in a major way.

Steve Brown, Key Life Broadcaster, Seminary Professor, and Author

“Most sales books center around technique (which can be helpful), but *Relentless Sales* focuses more on preparation and attitude, which are the two most important foundations for success. **I highly recommend *Relentless Sales* to not only the sales professionals in a company, but to EVERY employee.**”

John Riley, CEO, Legacy Fund

