

**MAKE Sales**  
**Great AGAIN**

# **THE 5-STEP FORMULA TO BUILDING A BADASS BUSINESS**

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## **HERE'S A QUESTION THAT IS ANSWERED TOO QUICKLY BUT SHOULD BE THOUGHT ABOUT: DO YOU WANT A BADASS BUSINESS?**

HOPEFULLY..... you thought about it, made sure you're ready... because this business guide is gonna change the game for you and your company! We're the guys behind Make Sales Great Again Inc., and we've built empires by getting very real and learning what actually works. A badass business doesn't just happen.....it's built with these five steps: recruiting, hiring, training, converting, and retaining. Backed by cold, hard stats, a shit ton of mistakes we've already made for you and real-world examples. This guide's your blueprint to dominate your market and grow your business the right way.

### **STEP 1: RECRUIT – FIND THE DAMN RIGHT PEOPLE**

You can't build a badass business without badass people. Recruiting's a hunt, not a hope. According to LinkedIn's 2023 Talent Trends Report, 68% of top companies diversify their talent pools, boosting retention by 20%. We're talking ALL EGGS and ALL BASKETS!

**Diversify Like a Pro:** Hit job boards (Indeed, Monster), social media (IG, LinkedIn, X), industry events, and referrals. A 2022 SHRM study shows referred hires are 55% faster to onboard and stick around 30% longer.

**Track the Numbers:** Metrics keep you sharp!

- **Cost per Hire (CPH):** Average CPH in 2023 was \$4,700 (SHRM). Target niche platforms to cut costs.
- **Cost per Conversion (CPC):** Converting a candidate costs \$1,200 on average (Glassdoor 2023) and clear job ads... save cash.
- **Lifetime Value (LTV):** Top performers generate 10x their salary in revenue (McKinsey 2022). Quality beats quantity ALWAYS!

**Find Raw Talent:** Forget someone needing a degree. A 2021 Gallup study says 73% of high potential hires lack traditional credentials but crush it with coaching.

### **Here's an Example:**

We worked with a door-to-door solar company stuck in a churn-and-burn cycle. They hired fast off Indeed and referrals, but reps kept quitting after 2 weeks.

We shifted them to interview at local gyms, trade schools, and car dealerships.... literally hunting for grit, not just "sales experience."

By measuring Growth and Retention at 30/60/90, they found out the people from the gyms and car dealerships stuck longer and sold faster. They weren't afraid of long hours or putting in the physical effort it takes to be in the streets to close deals all day.

They dropped new hire turnover by 60% and **doubled** monthly installs in 90 days.

### **The point here is:**

The right talent pool isn't always on job boards. You have to make a list of places you think you can GO AFTER talent that could be the right fit for what you do. Then set a plan of action to actually get it done!

Don't talk about it. Do it. Track real metrics.....not gut feelings.....  
to build a team that sells and stays.

## STEP 2: HIRE – PICK THE GRITTY BADASSES

Hiring's where you find your tribe....people with GRIT who laugh at adversity. A 2020 Harvard Business Review study says gritty employees outperform "talented" ones by 34% in tough roles.

MSGA teaches this and it's PROVEN over decades of supporting companies just like yours. We want you to hire warriors who vibe with your company and understand the mission, along side the effort its gonna take to get to the real wins.

- **Test for Grit:** Ask, "What's the biggest challenge you've overcome?" or "Ever been counted out and then proved you could get it done?" A 2019 Journal of Applied Psychology study says gritty hires are 28% less likely to quit.
- **Gauge Raw Ability:** Throw a "Sell me this pen" style of test and see how well they pitch you with no training at all yet. It's about quick thinking. If they have it... you can teach the rest. A 2022 Salesforce report says 62% of top salespeople shine in unscripted scenarios.
- **Cultural Fit or Bust:** They gotta live a no-ego, win-or-die culture. A 2021 Deloitte survey says 94% of employees stay longer in value-aligned cultures.

**Here's an Example:** We fixed a real estate crew bleeding agents. They grilled candidates on overcoming hardship....one hire shared rebuilding after a foreclosure. Mock pitches tested sales chops, and we only picked those hungry for competition. **Turnover dropped 30%, sales jumped 25% in six months.**

**Why it works:** Gritty hires thrive under pressure, and cultural fit keeps 'em loyal, which means retention sky rockets!

### **STEP 3: TRAIN – TURN ‘EM INTO FREAKIN’ MACHINES**

Training's REQUIRED, no exceptions. You don't get a badass business without a badass training system. A 2023 Training Industry report says companies with killer training see 24% higher profit margins. We live by: train hard, win harder!

**Full Arsenal Training:** Get things like: Evergreen Videos: On-demand basics recorded and prepared. It saves you time and overall money. (70% of learners want training to go back to and look at when they can, LinkedIn 2023).

- **Live Classes:** Deep-dive sessions. Open floor training and questions to answer.
- **Roleplay:** Real-world practice. If you're not doing this daily... you're already losing efficiency and don't even know it. (85% of reps improve post-roleplay, HubSpot 2022).
- **Shadowing:** Learn from top dogs. Make sure your team is bought in to serving their colleagues.
- **Script Memorization:** Nail every pitch, but the only reason they memorize it word for word is so they know the process. Make sure they follow the same process, but MAKE IT THEIR OWN. How they'd say it, otherwise it comes off sounding scripted and that's NEVER good.

**Test and Coach:** Passing scores on tests (80% pass rate boosts performance, ATD 2023). Real-time coaching fixes mistakes fast.

**Never Stop:** Continuous training cuts turnover by 50% (Bersin 2022). Keep 'em sharp.

**Example:** We helped a SaaS company fix sloppy deal-closing. They built a video training portal, ran weekly roleplays, and had newbies shadow closers. Reps needed 90% on script tests, and live coaching cut call errors by 40%. Close rates soared 35% in three months.

**Why it works:** Multi-angle training builds skills, and ongoing coaching keeps them always learning and gets them back on track.

## STEP 4: CONVERT – MAKE TRAINING PAY, BIG TIME

Training's step one.....conversion's where you turn skills into results.

A 2022 Gartner study says structured onboarding makes teams hit quotas 60% faster!!! Give 'em the best tools, get in their face (the right way lol), and make it happen.

- **Stack the Deck:** Hand new reps your best leads and scripts. A 2023 Zoho study says high-quality leads boost close rates by 45%.
- **Micromanage Like Crazy:** Daily feedback's a must. A 2021 McKinsey report says micromanaged new hires perform 22% better early on. They earn freedom by killing it.
- **Diagnose the Problem:** Conversion issues? Check recruiting, hiring, training, culture, or resources. A 2022 Bain study says 68% of performance flops come from upstream screw-ups. That's leadership and process problems most of the time.
- **T.O Process:** Immediate fixes for under-performers, with long-term accountability. Don't let a deal go, unless they speak to a manager or high-end closer to try and get the deal on the books!

**Example:** We coached a call center to give new reps their hottest leads and scripts that converted 50% better. Managers were on 'em daily, tweaking pitches live and never let a phone call hang up without a badass closer or manager hop on to see if they could get the deal. All hands on deck on EVERY SINGLE OPPORTUNITY!

One rep's failure traced back to weak training and mentorship, so we retrained him and set him up with a top performer to learn from. Sales per rep rose to 30% in 90 days across the board!

**Why it works:** Top resources and tight oversight turn training into wins, fast.

## STEP 5: RETAIN – KEEP YOUR BADASSES FOREVER

You've recruited, hired, trained, and converted.....now keep your rockstars!!

**Retention's simple but brutal:** nail the first four steps, then add a culture, FULL SUPPORT, some fun and great opportunities for the best chance at winning! A 2023 Gallup study says strong cultures cut turnover by 65%.

**Culture That They Haven't Seen Before:** Free pizza isn't culture. We're talking: Fun Impactful Accountability Done Right: Everyone's held to the fire, but supported the entire way. (80% want clear expectations, SHRM 2023).

- **Competition:** Rivalry drives 30% more effort (Harvard 2022).
- **No Complacency:** Always push harder. Make sure the put in the work!
- **Hatred of Losing:** Winners stay where losing ain't allowed.
- **Endless Opportunity:** Promotions, skill growth, big projects. A 2021 LinkedIn study says 74% stay for career paths.
- **Recognition is ESSENTIAL:** Don't only reward deals, reward effort and do it OFTEN! Reward in front of their peers as well.

**All or Nothing:** Miss one step, and retention drops 40% (Deloitte 2023). **You need all four plus culture and opportunity.**

**Example:** We turned around a logistics firm with leaderboards, no-ego vibes, and a "lose and we'll step in and serve mentality." They offered promotion tracks and workshops (more support). After nailing the first four steps, **turnover fell from 50% to 15%, and revenue grew 60% in a year!**

**Why it works:** A winning culture and growth paths with FULL SUPPORT make talent last way longer!

## **FINALLY: MAKE YOUR BUSINESS A LEGEND**

Do us a favor and execute these five steps like your life's on the line.

If you truly want to build a business that lasts, not one that's constantly plugging holes and praying for a good month, it starts with building your team the right way. That means recruiting the RIGHT way, not as a hobby. You don't wait for talent to come to you. You seek out killers..... people with hunger, grit, and something to prove. Then you hire for character over comfort. Grit beats charm every single time. Skills can be taught. Hunger can't.

Once they're in, you don't babysit. You build. Train like you're preparing Navy SEALs. Set the standard high, demand precision, and create an environment where performance is expected, not rewarded. Every rep on your team should know how to convert with laser focus. Not just pitch, but close with purpose. And when you've got a squad like that, you better hold onto them. Retention doesn't come from ping pong tables or pizza parties. It comes from building a culture that bleeds belief, pride, and identity. A culture that screams Make Sales Great Again!!!!

Because when you follow this formula, you're not just running a sales team. You're building a damn empire. One that scales fast, stays lean, and makes competitors nervous. They'll wish they had your people. They'll envy your culture. They'll study your process. But by the time they catch on, you'll be five steps ahead. This is how you make business great again. And it starts with building the right team from day one!!!

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