



APPLICATION FOR MEMBERSHIP

EVERYBODY SELLS. LET'S GET BETTER AT IT.

A 12-month practice, execution and accountability experience





LET'S GET TO KNOW YOU

START WITH THE PERSON BEHIND THE REVENUE

Name

Company / Organization

Title / Role

Email

Phone

Website

LinkedIn

WHICH BEST DESCRIBES YOU?

- | | |
|---|--|
| ☐ Business Owner | ☐ Founder / Co-Founder |
| ☐ Individual Contributor | ☐ Business Development |
| ☐ Sales Professional | ☐ Client / Customer-Facing Professional |
| ☐ Other | |

Tell us a little about your business or organization. What do you do, and who do you serve?



WHERE ARE YOU NOW?

CLARITY BEFORE STRATEGY

1. What do you want to accomplish professionally or in your business during the next 12 months?

2. What would make your participation in RBR a success?

3. What is your biggest sales or revenue challenge right now?

- | | |
|---|--|
| ☐ Finding the right prospects | ☐ Starting sales conversations |
| ☐ Clearly communicating my value | ☐ Following up consistently |
| ☐ Asking for referrals | ☐ Effective discovery conversations |
| ☐ Creating proposals | ☐ Closing opportunities |
| ☐ Building a consistent pipeline | ☐ Managing time and sales activity |
| ☐ Holding myself accountable | ☐ Other |

4. How are you currently generating new business or opportunities?



YOUR SALES SNAPSHOT

NAME THE HABITS. BUILD THE SYSTEM.

5. How would you describe your current sales process?

- ☐ I have a defined, repeatable sales process.
- ☐ I have pieces of a process, but it isn't consistent.
- ☐ Most of my business comes through referrals and relationships.
- ☐ I tend to sell reactively when opportunities appear.
- ☐ I don't really have a sales process yet.

6. How comfortable are you with selling?

I'd rather do almost anything else

Put me in the conversation

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7. What part of selling would you most like to become better at?

WHERE DO YOU WANT TO GO?

Finish this sentence: "If I could become better at _____, it would have the biggest impact on my revenue." Why?

What is one revenue goal you would like to accomplish during your 12 months in RBR?

What's currently getting in the way?



THE RBR COMMITMENT

PARTICIPATION TURNS INSIGHT INTO REVENUE

RBR is built around participation and execution.

Members show up, participate, practice, implement what they're learning and take action.

The 12-month program includes monthly roundtables and coaching, weekly check-ins, assignments, tools, templates, practice and cohort collaboration.

Are you willing and able to make the time commitment necessary to participate fully?

- ☐ Yes
- ☐ I believe so, but I'd like to discuss the commitment
- ☐ I'm not sure

Are you willing to complete assignments and take action between sessions?

- ☐ Yes
- ☐ Maybe - I'd like to learn more
- ☐ No

Are you comfortable being held accountable for the goals and commitments you make?

- ☐ Absolutely
- ☐ Ask me again after you explain accountable
- ☐ This may be a challenge for me

Are you willing to share ideas, experiences, successes and challenges with your cohort?

- ☐ Yes
- ☐ I may need a little warming up
- ☐ I'm not sure



ONE LAST QUESTION

WHY RBR? WHY NOW?

What is happening in your business, career or goals that makes now the right time to become more intentional about selling and revenue generation?

THE RBR PROMISE TO EACH OTHER

RBR works when everyone contributes to the room.

If accepted, I understand that I'm not simply signing up for meetings.

I am committing to learning, practicing, executing and participating for the full 12-month program.

I understand that my results depend, in large part, on what I do with what I learn.

EVERYONE SELLS.

Applicant Name

Signature

Date

WHAT HAPPENS NEXT?

Submitting an application does not automatically guarantee placement in an RBR cohort.

We intentionally build each cohort for learning, collaboration, accountability and growth.

After reviewing your application, we will connect to discuss RBR, answer questions and determine whether the upcoming cohort is the right fit.

READY TO BUILD YOUR SALES SUPERPOWER?