one hour to talk

Helping people win

Exlusive insights into selected success programs

WINNING TEAM

Success programs

- Corporation, sales team program (from page 3)
- Software company, Austria, team retreat day (from page 11)
- Sports Marketing Agenbcy, family owned, sales excellence program Commercial team (from page 15)

Companies that master change
Away from obstacles and worries, toward confident handling of AI and change.

WINNING BUSINESS

Culture that supports
Away from a culture of complaining, towards a strong spirit that perseveres through challenges.

WINNING CULTURE

Teams that deliver
Away from silo thinking, toward genuine team spirit and combined team power.

WINNING TEAM

Leadership that provides direction
Less reacting to day-to-day business, towards more effective leadership.

WINNING LEADER

one hour to talk

Helping people succeed

H.U.N.T.

High-Impact. Unity. New Thinking.

Building the next chapter of sales excellence
High-class support for internal and external sales teams

H.U.N.T—Entering new markets from a positior

The merger is not yet complete, but the path forward is clear.
With ==xxx==, it is clear who will lead the next phase. This marks the beginning of a new era for the sales team:

➔ **a phase of realignment in which existing structures will be refined, markets opened up, and new opportunities become tangible.**

➢ During this transition period, the sales team—led by Head of Sales Max Mustermann—has the greatest leverage to actively shape this change. This is where it will be decided how quickly and powerfully the new organization will expand its market position and how all areas can benefit from this momentum. Because when sales gets things moving, energy and clarity follow throughout the entire organization.

➢ Andrea Mustermann plays a key role in this: she connects the internal and external sales teams across national borders, supports the sales management team, and ensures operational stability and communication throughout the entire system. Through her individual coaching support, she is specifically strengthened in phase 1 – as a bridge between the teams and as a multiplier for the mindset change in sales.

Our H.U.N.T program builds on the existing strengths of the sales team and focuses energy, focus, and attitude specifically on the new requirements. We develop our own skills, direct energy and focus toward the challenges ahead, and translate the strength that lies within the team even more strongly into real market impact.
It is an opportunity to show what you are capable of as a team. With pride in what you have achieved and a new mindset that meets increased expectations with energy and conviction.

Reality & Initial Situation Sales

Under the leadership of John Doe, a lot has already changed in sales. Confidence is growing, the outlook has become clearer, and the team's mindset has noticeably gained new energy. Leadership is working again.
And that is precisely where the next opportunity lies:

➢ The sales team is experienced and loyal, but still socialized in the old system.
➢ The security of existing customer business has created a certain amount of inertia.
➢ If we now channel this energy into acquisition and a hunter mindset, we will not only secure our figures, but also market share, momentum, and future viability.

Vision – Where do we want to go?

We are working on **the mindset of the sales team**, which hunts for opportunities, opens up markets, and is all the more proud of its impact:

➢ **From support to market opening**: We are focusing even more strongly on market opening, new customers, and acquisition energy.
➢ **From activity to impact:** We measure success not only in terms of contacts, but also in terms of real market influence and customer success.
➢ **From individual strength to team strength:** We win as a unit: strong in our interaction, committed in our actions, proud of our joint results.

Helping people win

From a new mindset to a new market impact

Our three-phase approach: Refocus. Rewire. Reinforce

Phase 3: REINFORCE
Make successes visible and energy sustainable.

PHASE 1: REFOCUS
Understanding old patterns, developing a new self-image

- ✓ In this phase, we create awareness: Which habits, thought patterns, and success logics have shaped us so far? Which of these are no longer relevant in the new market environment?
- ✓ **Focus person**: Head of Internal Sales – Reinforcement & preparation for your expanded role
- ✓ The team jointly develops a new self-image as an active, market-shaping sales force with a clear view of opportunities, responsibilities, and impact.

Phase 2: REWIRE
Establishing new routines and hunter habits

- ✓ This is where attitude becomes action: In close coordination with the Head of Sales, we translate the new mindset into concrete routines, acquisition behavior, and communication habits.
- ✓ Practical tools, challenges, and targeted support create momentum, new energy, and tangible results.

- ✓ In this phase, progress is measured, successes are celebrated, and new standards are established so that change becomes culture.

- ✓ We ensure sustainability through feedback loops, peer reflection, and transparency of success (dashboards), making the change permanently noticeable.

Helping people win

Our approach in 3 phases

The content guidelines for each phase are in place, and the specific strategy and roadmap are finalized together with the Head of Sales and CEO before the start of the assignment – tailored precisely to the sales team and the objectives.

Phase 3: REINFORCE
3 months

MAKING SUCCESS VISIBLE, SUSTAINING ENERGY

Goal: Ensure sustainability, make progress visible, stabilize culture.

Content & approach:
- Evaluation of progress (mindset, behavior, market results)
- Making successes and best practices visible within the team.
- Establishing reinforcement formats: reflection rounds, mentoring, success dialogues.
- Ensuring sustainability through clear responsibilities and follow-up initiatives.

Tools & methods: Performance Pulse, success dashboard, Wall of Success, transfer coaching. Self-reflection canvas.

Phase 2: REWIRE
4 months

ESTABLISHING NEW ROUTINES AND HUNTER HABITS

Goal: Increase speed and market focus. In this phase, group momentum is created: we activate energy, make progress visible, and identify who is driving the change and who still needs support.

Content & approach:
- Development of new sales routines and acquisition strategies.
- Training and support on topics such as prioritization, market opening, communication, and decision-making skills.
- Activation of the team through practical challenges, shared goals, and peer learning.
- Observation of team dynamics and targeted support for individuals to ensure momentum across the entire sales organization.

Tools & Methods: Hunter Habit Canvas, feedback loops, hunter pairs (tandems), micro-challenges, success sprints, team energy pulse.

PHASE 1: REFOCUS
3 months

UNDERSTANDING OLD PATTERNS, DEVELOPING A NEW SELF-IMAGE

Goal: Create orientation, promote awareness, and get the team on board through participation.

Content & approach:
- In-depth interviews with management and sales to assess the current situation (mindset, attitude, logic of success).
- Collecting and reflecting on different perspectives and perceptions.
- Workshops for self-reflection and developing a shared self-image in the new environment.
- Analysis of key patterns, obstacles to success, and resources as a basis for the next step.

Tools & Methods: In-depth interviews, team culture analysis, mindset mapping, values and role work, participation canvas.

What downtime in sales really costs

The economic damage of a lack of mindset transformation

-37

less sales potential

According to a global McKinsey study (2023), B2B companies lose up to
37% of market potential when sales staff remain primarily focused on existing customers

-50

conversion Loss

Over half of all leads fail due to interface problems, unclear handovers, and a lack of ownership between sales, marketing, and service (Salesforce & Gartner 2022)

-40

Resources Loss

According to Harvard Business Review (2016), up to 40% of sales time is lost to non-value-adding activities due to inefficient routines and incorrect resource allocation.

When sales realigns old strengths, the company gains not only in revenue but also in credibility. That's exactly what investors want to see.

by Onehourtotalk LLC

Helping people win

From a new mindset to measurable impact

How change should become visible, tangible, and economically effective

H.U.N.T.
High-Impact. Unity. New Thinking.

After

90 days

REFOCUS
Noticeable shift in energy. Increased acquisition activity. Focus shifts from security to opportunities.

6 months

REWIRE
Visible mindset shift. New routines. Faster response to market opportunities. Proactive action.
The team begins to drive the change itself.

9 months

REINFORCE
Sustainably increased market performance. Energy and commitment have become part
part of everyday life. Change has given rise to a new self-image: sales performance has increased significantly and is visible in financial indicators.

by Onehourtotalk LLC

Helping people win

Success programs

- Software company, Austria, team retreat day

WE HELP YOU WIN
WINNING BUSINESS
WINNING LEADER
WINNING CULTURE
WINNING TEAM

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WINNING LEADER

Team day x.x.2024

12 participants

Location: Switzerland

one hour to talk

Your concern or what we have understood:

- We want to understand and hear what is currently motivating or preoccupying the team. What was, what is, where is it going?

- Before we work on solutions, we want to learn about and understand the team's challenges.

- We want to have an empowering and bonding team time, characterized by activity, humor, lightheartedness, and togetherness.

The team day will be a success for us if...

- ✓ we have a picture of what is currently on the minds of the people in our team.

- ✓ something remains/we take something away with us. Measures, ideas, memories.

one hour to talk

Our master plan/schedule:

Start: 9:30 a.m.

- **Welcome** by CEO and brief introduction of trainers
- Arrival, goals, wishes, expectations as impromptu networking *(getting to know each other better, sharing thoughts, discussing wishes)*
- **"Dyad"** (in pairs): Deepening thoughts with stimulating questions on the topic.

Coffee break around 11 a.m.

- **"Mr./Mrs. Daisy"**: Head, heart, gut – group exercise followed by peer group presentations, briefing, and debriefing *(to gain a holistic picture)*

Lunch approx. 1:00 p.m. - 2:00 p.m.

Restart: 2:00 p.m.

- **"Activation exercise"**
- **"Team Challenge"** with original presentation *(future, vision, creativity, connection)*
- Our top 3 takeaways: insights, gains with "**1-2-4-All**"

Conclusion of content: around 4:00 p.m.

Start of evening program

- *Alpine hike with dinner*
- *Wine tasting + dinner*
- *Baking bread together + dinner*

one hour to talk

Follow-up appointment:

Approximately 1 week after the team day

Debriefing with recommended measures:

➢ We take a close look.

➢ What did the team day reveal?

➢ What challenges are there and which issues need attention?

How you benefit: ➡

We provide you with our perspective. You receive recommendations for action and measures, and together we discuss what form of further support would be helpful and useful for you and your team in terms of your company's goals.

one hour to talk

Success programs

- Agency, Family Business, Sales Excellence Program Commercial Team

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WINNING LEADER

One Boat. One Stroke. One Goal.

TEAM DEVELOPMENT BUCOMMERCIAL

by Onehourtotalk LLC

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Reset

Now is the time to break old habits and build a real sales team:

SPECIFIC SHORTCOMINGS IN THE SYSTEM:
·No clearly defined distribution of roles & assumption of responsibility
·No binding handover or briefing formats
·Insufficiently uniform management and reporting structure
·No continuously filled funnel and scalable closing logic
·Individual attempts at solutions instead of a lived team culture

CONSEQUENCES:
·High sales costs due to inefficient use of resources
·Too few customer meetings and deals
·Increasing frustration, silo mentality, loss of trust internally and externally

CONCLUSION
If we do not create structure, role clarity, and genuine team unity now, we jeopardize future profit targets, team motivation, and the credibility of the entire department both internally and externally.

Objective

Lone wolves become a real commercial team. Over the next few months, we will develop our commercial division into a powerful, synchronized sales team. With clear roles, measurable responsibility, and a team culture based on a clear playing field with common goals and shared success.

✓ **We live and breathe genuine collaboration**. High-performance teamwork replaces silo thinking and lone wolves.
✓ **We clearly define our responsibilities**. Everyone knows what they have to deliver and when.
✓ **We develop a shared logic for success**. Setters and closers don't work side by side, but with each other.
✓ **We build a functioning outreach engine**. New leads are generated continuously, not just on demand.

We pull together, in the same boat, with a clear rhythm and a clear goal.

Those who are part of this team bear responsibility.
And if someone does not take on this responsibility, we have the courage to clearly identify this and take action.

Structure instead of chance:
Our Winning Team® System in 3 steps

1. Recognizing and addressing existing patterns

We put our finger on the sore spots: role conflicts, lack of leadership, unclear handovers, inefficient use of resources. We don't just analyze numbers, we identify patterns that paralyze collaboration, cause leads to slip away, and cause economic damage. Without honest analysis, there can be no real progress.

2. Breaking patterns that hinder success

We put an end to the principle of hope in sales and create clear responsibilities, binding handovers, and genuine accountability. In doing so, we develop the team not only structurally but also culturally: strengthening trust, resolving conflicts, and sharing performance. Courage and consistency are not a break in the team, but the starting point for genuine collaboration.
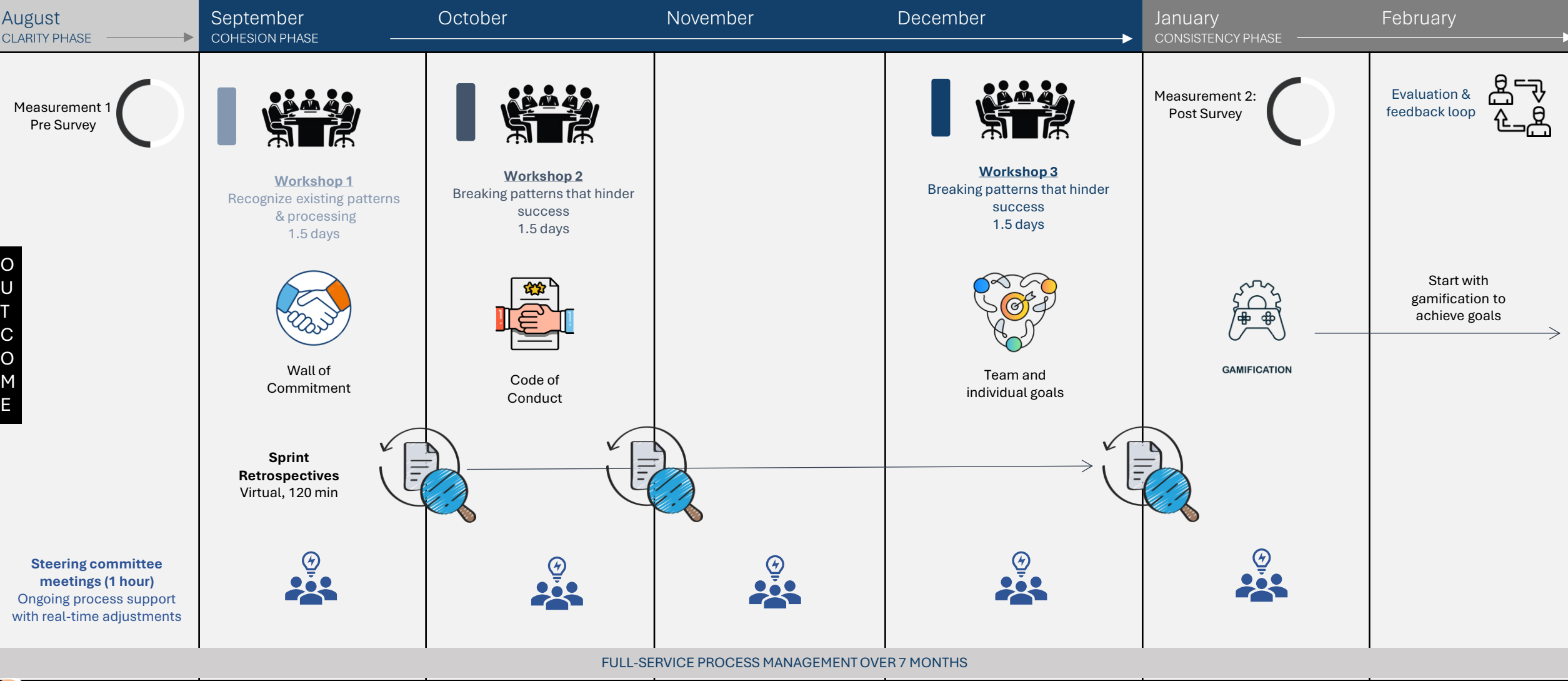
3. Establish new patterns of success

We introduce a powerful, synchronized system in which everyone knows what they deliver and how they are measured. With clear roles, a shared logic of success, and genuine team spirit, we create a commercial team that no longer rows side by side, but wins together.

by Onehourtotalk LLC

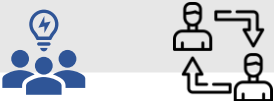Helping people win

How we develop the WINNING commercial TEAM

Clarity Phase *(Preparation & Survey)*
Cohesion Phase *(Team Development & Behavioral Change)*
Consistency Phase *(Review & Ensure Implementation)*

IMPLEMENTATION ROADMAP

August CLARITY PHASE	September COHESION PHASE	October	November	December	January CONSISTENCY PHASE	February

OUTCOME

Measurement 1 Pre Survey

Workshop 1
Recognize existing patterns & processing
1.5 days

Wall of Commitment

Workshop 2
Breaking patterns that hinder success
1.5 days

Code of Conduct

Workshop 3
Breaking patterns that hinder success
1.5 days

Team and individual goals

Measurement 2: Post Survey

GAMIFICATION

Evaluation & feedback loop

Start with gamification to achieve goals

Sprint Retrospectives
Virtual, 120 min

Steering committee meetings (1 hour)
Ongoing process support with real-time adjustments

FULL-SERVICE PROCESS MANAGEMENT OVER 7 MONTHS

Format	Advantages and approach
	Our proven 3-step system creates the foundation for real change: In three 1.5-day workshops, we make blind spots visible, work on and analyze the hidden patterns that block team performance. In the second workshop, we consciously break these patterns with courageous clarity, new structure, and team alignment. In the third workshop, we anchor new patterns of success in behavior that are concrete, repeatable, and effective. Between workshops, clearly defined tasks and to-dos drive development forward in a targeted manner.
	We measure what others assume: With our survey, which is still in development, we accompany the development of the team as a whole. Responsibility becomes measurable, progress becomes visible, and deviations can be addressed immediately.
	◆ **Wall of Commitment** Everyone visibly shows what they are committed to. A public sign of trust that creates commitment and channels team pressure in a positive way . ◆ **Code of Conduct**: Jointly defined rules create clarity about attitude, behavior, and cooperation as the foundation for a genuine team culture ◆ **Team and individual goals** Everyone takes responsibility for their contribution to overall success with concrete, measurable goals that count and deliver .
	With targeted gamification methodology (4Ls Retrospective, DAKI, Mad-Sad-Glad, etc.), we create motivating momentum instead of disciplinary pressure. What matters: We always choose the format that is most effective at the moment, in line with the team dynamics.
	We make progress visible, tangible, and motivating with playful elements, a transparent scoring system, and honest competitive spirit. Instead of pressure, we create pull and transform behavioral change into a shared game with a real goal: better results, more energy, more team spirit.
	The Steering Committee is our pacemaker in the background. It monitors development, recognizes pattern breaks at an early stage, and ensures that momentum, focus, and effectiveness are maintained throughout the process. Instead of reacting reactively, we steer proactively with foresight and vision. **Evaluation & feedback loop:** At the end of the program, we deliberately pause. Not as a routine, but as a courageous reality check: What has actually changed? Who supports the change and who does not? We examine whether structures, roles, or responsibilities at the organizational level need to be adjusted to ensure a lasting impact.

1. Commitment & consistency effect

People tend to act in accordance with a publicly declared commitment.

2. Social Proof & Comparability

Behavior is contagious, especially in transparent systems.

3. Psychological safety

Teams perform better when mistakes are discussed and questions are allowed.

4. Loss aversion

The pain of loss outweighs the joy of gain.

5. Ownership bias

People value what they create themselves much more highly.

6. Temporal Landmarks / Fresh Start Effect

New beginnings release psychological energy.

7. Identity-based leadership

Behavior is more stable when it fits with one's own identity.

8. Gamification & social comparison systems

Progress becomes more visible and motivating when it can be measured in a playful way.