

The Practice Behind Performance

We've probably all heard the saying: "The cobbler's children have no shoes."

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Imagine walking past a cobbler's shop. The window displays pictures of perfectly polished leather shoes, each crafted with care. But when we step inside, we notice the clerk's sneakers are worn and frayed.

Instead of shoes showcasing their craftsmanship, there is only cardboard cutouts with posters claiming they are a provider of quality, handcrafted footwear. Something feels off.

However, in our world, it might sound a little more like: "The sales training company that forgets to sell."

It's an easy trap. Even the most capable teams can get caught up in client delivery, internal meetings, or the next big event. Somewhere along the way, the very disciplines we teach start slipping quietly into the background.



Checking Our Own Shoes

This image can stay with us because it's human. We all can forget to apply our own expertise from time to time. It's not hypocrisy; it's drift.

At Predictive Wins, we've learned that drift only disappears through deliberate practice. That's why we regularly check our own shoes. We review our sales process, our messaging, our follow-up rhythm. Not just to critique, but to stay aligned with the same rigor that we teach.

If we're not growing our own revenue, how could we possibly do it for our clients?

The Partner Perspective

This mindset doesn't just apply to training firms. It applies to anyone leading a revenue organization or choosing a partner to develop one.

When we evaluate a sales training provider, we need to look for the same indicators we'd expect from our best-performing sellers:

- **Curiosity.** Do they ask the kind of questions that make us think differently?
- **Relevance.** Do their follow-ups connect to our reality, not just their framework?
- **Proof.** Do past client outcomes speak louder than marketing language?

These aren't red flags or filters. They're alignment checks, the signs that our partner not only teaches excellence, but practices it.

Why It Matters

Sales training is more than PowerPoints, workbooks, and clever acronyms. It's about shaping habits, conversations, and decisions that stand up under real-world pressure. And that starts with authenticity, from both sides of the table.

Because credibility isn't declared. It's demonstrated, quietly, through how we show up every day.

And remember, whether we lead your SKO or another partner does, the standard should be the same: clarity, precision, and purpose. It's the rigor we hold ourselves to, and the reason our clients don't just inspire their teams. They equip them to win.

Let's talk.

The first call with Predictive Wins is free and runs twenty-five minutes. No deck, no pitch. Scan the code or visit predictivewins.com.

