

John Keller

Welcome to the Redlist distribution download podcast, where we're dedicated to really bringing insights around strategy, strategy, and leadership for people that are involved in the fuels, lubricants and chemicals distribution industry. As you know, our podcast is really trying to bring light and celebrate this very important role that gets all these critical elements that last mile. And today, we're very excited to have with us a very experienced guest Dean Hammes. Welcome, Dean. Glad to have you here today.

Dean Hammes

Thanks. Glad to be here.

John Keller

Well, you know, we're really, really happy to have you and learn from your experience today. You know, Dean is currently the director of Sales for Oil Safe, and he's really been involved in lubricant distribution and lubricant consulting for quite some time. And he's been involved in sales of these types of products for, uh, I'm going to say even if you Add all that up, it looks like we're 20 + 30 plus years here. Maybe Dean.

Dean Hammes

Yeah, almost right around 30 years.

John Keller

Yeah, that's a that is a heck of a track record. Maybe you could tell us just a little bit about your journey and what you experienced before becoming the director of sales for oil safe.

Dean Hammes

Sure, I went to school for hydraulic schematic technology back in the stone tablet and chisel days. Nobody aspires to be a certified lubrication specialist when they come out of school. I always thought I'd drift more toward the engineering side of it. Spent eight years on the operation side in industrial distribution in Phoenix and then became a sales guy because I wanted to be a branch manager once I had been in it for several years when I became time to be a branch manager, I decided that I wanted to stay in sales because it was all about solving customers problems and bringing a technical aspect to it as well as just learning a lot at a lot of customers early, who taught me a lot about the business and my wife jokes that I'm still like a big six-year-old. I'm never happy unless I'm out crawling around equipment and getting dirty, and that is a unique part of what we do in the industry we do get dirty, we get involved with customer problems and we're looking to resolve issues for them.

Dean Hammes

So as I went further down the sales path, got into sales management. Learned that there were a lot of different ways to do this. I've studied a lot of different approaches whether it's the challenger sale or, umm, going through Sandler management and sales training, things like that and the real thing is you've got to be out there to solve your customer's problems until you prove to them that you bring specific knowledge and some problem-solving ability. They're not going to want to do business with you. So ended up working for some manufacturers after distribution. Be sure Dalam and lubrication engineers and then went out on my own for about a year and this opportunity came up to work with oil safe where I've got a great team and we've got great products and I get to travel all over the United States again trying to solve customer problems.

John Keller

And I want to before we can that let's talk a little bit about the travel portion Dean because I think that when I look at your resume and what you've done, you really seem to be, yeah, have spent most of your time in the Arizona area, in the Mountain West and you are traveling all over, but not a lot of people who are in this industry really have the same state on the resume for as long as you have. Tell me a little bit about your travel and also your home HQ kind of life.

Dean Hammes

So I didn't start traveling until my youngest was 16 when I took a job with Measure Dalam and I traveled back and forth from California, Arizona, and Las Vegas territory. That was every other week. Then when I worked with lubrication engineers, it grew to I had 14 reps when I started 18. When I finished, it grew to travel three out of four weeks, which is fine. My wife has a work-from-home job as well now, but she doesn't mind the fact that I'm gone and it gave me a chance to see a lot of the western United States as well as I did travel, especially training salespeople and accounts like US steel seamec. Some of those across the country trying to help guys get automatic lubrication systems or lubricants sold to those specific industries or customers.

Dean Hammes

I enjoy the travel. Not everybody does. For my first 30 years, I did work here in Arizona, traveled around the state, and spent time mostly in the Phoenix metropolitan area, calling on industrial counts, but spent my last five years also calling on mines scattered throughout the state and getting exposed to a lot of different industries really helps you see which industries have specific solutions to them and which one's kind of do with the corporate deal, where every location is the same thing.

Dean Hammes

If they've got a mandate and that helps with trying to solve customer problems because not every plant or every mine or every location of a specific company has the same issues, a lot of what you see is anecdotal data, some historical data. For instance, if you go to one of the mines in the rural Arizona areas, you're going to see a lot of guys who are third and 4th generation minors. And you know, we've always done it this way.

Dean Hammes

My dad did it this way. My grandpa did it this way and those are some of the objections you've got to overcome when you're trying to meet their challenges, right? So the travel has been great. It really exposed me to a lot of different industries, and a lot of different people, and I will say that parts of the United States definitely do business differently if you're in the Northeast, it's a lot different than doing business in the Southwest. The northeast is more of an in-your-face, challenging kind of. You know, we can bring this solution to you.

Dean Hammes

You know, why aren't you doing this kind of approach? Whereas the Southwest is a little more laid back and it's more of a, hey, let me know how I can help you. Here's what we're thinking. So it leads to different approaches in different areas, which has been very valuable, especially in my current role.

John Keller

No, that's. I think it's really interesting. I mean, you'd mentioned all the different training methods, sales methods, and so forth that you've been part of and it's interesting, you know, when I do think about the challenger sale that most of our audience has probably been exposed to in some portion of it, at least it's interesting to think of the cultural kind of nuances that would come of how that might be, like literally different from the Northeast to the southwest.

Dean Hammes

Yes, in working with some of the individuals I've worked with in the past, one of them in the Northeast is particularly in your face. And you know, when he tries to tell the people in the southwest from the same company of this is how you got to do business. They just, they push back on him right away and say, hey, that would never work out here and it really wouldn't, you know, the challenger sale or action selling or Sandler training or any of that. You go through really gets down to two things. A. You've got to sell yourself and your expertise and your ability to bring solutions to the problem, whether it's something you've participated in personally, which really helps if you can tell those stories, or whether it's something your company has done to resolve problems for customers, same customer, different location, same industry, things like that. Not once you've sold yourself to the customer and they understand that you're not just another sales guy.

Dean Hammes

We talk about it all the time when you go see a customer, you've got to be prepared with some data that has to do with their industry directly. Umm, when I first started in the industry, there was no Internet, and there were barely any facts you could take the time and say, hey, I'm your new sales guy. I want to come in and introduce myself and introduce my company and see what it is we can do for you in today's world. That doesn't happen. Buyers don't have time for that. If you don't walk in the door with some knowledge of your customers, industry, and their particular location already, which of course is available on the Internet if you haven't done your research, they don't have time for you.

Dean Hammes

So that's the number one you've gotta you've gotta convince them that you know something about their industry and that you can provide a solution for it. And then #2 is, you've gotta follow through one of my first sales managers told me that 20% of the sales process was getting in the door and 80% of it was following through on anything you promised, whether that was an email the next day or whether that was coming back next week with a spreadsheet showing, you know, the equipment that they had and the solutions that you could have for some of their issues. Umm, that was big to start with and then the other thing is you've gotta be able to not only provide a solution to their immediate problem, you've gotta be able to talk the industry talk and things that other companies are doing or things that you're doing for other companies that are solving problems they didn't even know they had.

John Keller

No, I think that's a. That's a really interesting statement and I wonder how you know and in your role there as a sales manager and you're working with across the entire country with these different teams. Are you seeing it? I mean, AI is kind of a little bit on everybody's tips that everyone's tongue where it's burning in our ears every day. Are you seeing people starting to yourselves? Teams starting to leverage chat. GPT, for example. Or any of these other AI tools to help them get up to speed on the needs and concerns of their customers or potential customers.

Dean Hammes

So in our industry, which is, you know, really industrial distribution, we don't see a lot of it. Umm, some of our larger distributors do have that capability. Somebody like a Grainger or a motion or applied technology? Umm, you know, if you go into a Grainger website, you're gonna get an opportunity to chat with somebody. Umm, but in our particular industry at the distributor level, I don't see a lot of that.

John Keller

Interesting. You know, I said. It's interesting, like in from our world, we obviously coming from the technology side, we have, I've actually seen where you know, I've been in circumstances where a customer is asking a distributor sales Rep about a certain grease or loop application, you know and there's a concern not to get any.

Dean Hammes

Right.

John Keller

You wanna too much liability there, you know, at the same time, though, I've seen some people direct customers to like a chat. GPT engine, which has all the disclaimers built into it and says, hey, this may or may not be right.

Dean Hammes

Mm-hmm.

John Keller

Uh, but they can kind of. They're kind of seeing them kind of leverage that tool and kind of light some eyes up. I have no idea what that's going to look like really for the future, but I certainly it's gonna. Well, I think we'll start seeing more of it. That's it. Maybe a small prediction.

Dean Hammes

I believe you're right.

John Keller

I'll throw it in there, but it'll be interesting to see how that evolves.

Dean Hammes

I believe we will see more of it. I will say that in the last two companies I've worked in, we've discussed it. Rather than having a customer go to a website and just pick a product that has become a topic, we need to have some type of interaction like a chat page like a chat person or you know something that can respond to the customer immediately rather than the old way which does. You know, send in a lead request for some information. Somebody may or may not get back to you, and by the time they do, you know it's probably not your hot button anymore. So I agree with you. I think it's gonna become part of the future. Umm, we're actually doing a webinar on a Noria website where two of us will be available during the website during the webinar to answer questions through the chat.

John Keller

Ah, nice.

Dean Hammes

So we're seeing a little bit of it, but really in our industry, I think it's still in its infancy.

John Keller

No, I mean, I think you're right. And I think we don't know what it's gonna look like. We're not sure of the timelines of how fast or how slow. The changes are gonna be or how imminent it feels imminent. It feels like it's gonna be right tomorrow, but who knows, right? I think for a lot of people, for a lot of our listeners who are out there, you know that is out just beating the streets and making sure they can get these lubricants and products where they're supposed to be. I think the question kind of comes up well. How? Regardless of what the landscape is going to look like, how am I going to be successful? Right. Because they're out there for a purpose and for a reason.

Dean Hammes

Mm-hmm.

John Keller

And you know what? I've talked with lots of sales professionals in this space and when I've asked the question what are some of your burning ideas, some people are kind of like, oh, I don't know. They'll be kind of slow to come up with some ideas. You're gonna ask you that question. Yours was pretty immediate, you said. Well, John, I don't have to think about that. It's goal setting, but it's not just mark goals. It's beyond smart goals, so I wonder if you could talk a little bit about that piece. And we have this changing landscape. We have guys in the field saying I still want to be successful. You know guys in the ladies in the field will still want to be successful, but how does the changing landscape? How does that tie into maybe your understanding and the importance and prioritization of goals?

Dean Hammes

So I was introduced to goals in my first sales role, 3030 plus years ago. And the big thing, I'm a big believer in goals. I've taught goals, seminars, and webinars. The big thing is smart goals, right? So you always want to do the strategic measurable, call it action-oriented, call it attainable call it achievable. Relevant and time based and you've got to go beyond that. A lot of US work for organizations. Excuse me, that dictates, you know, for instance, this year you will achieve a 10% growth. That's the corporate mandate, right? Yes. Umm, but we don't get down into how are we gonna get there. One of the big things about goals is you've got to have them written down. If they're not written, it's just a dream. There's a psycho-neurological connection between the hand and the brain, so I have my team always write their goals personally, right?

Dean Hammes

Write them on a piece of paper. Load that piece of paper into the computer or wherever else you wanna put it. But if you just do them on the computer, you haven't imprinted that goal into your brain. Umm. And then you've got to not only have the goal somewhere that you see it but somewhere that you see it every day. So you're most important goals need to be, you know, maybe on your bathroom mirror, on your computer monitor or, you know, in your car somewhere where you can look at it every day or if you if you're like me and you work out of an old school, Franklin planner, you just move it with your bookmarker every day cuz it's got your goals on it.

John Keller

Hmm.

Dean Hammes

Umm, not a lot of people still doing that, but it does work for me. One of the things about seeing your goal every day is that we'll talk more about how you write some of them in a minute, but. We don't see with our eyes we see with our optic nerves. Our eyes are just receptors that take in all of the information around us. There's so much coming in that you can't possibly process at all. So what drives the optic nerve is something called the retinal activating system, which is at the base of your brain that the retinal activating system works on what you tell it you want to see. The easiest way to explain it is to

say, hey, what happens when you buy a new car or you're thinking about buying a new car before you buy it?

Dean Hammes

You see, you don't see many of them on the road after you buy them. You see them all over the place because what? You're retinal. Activating System has told your optic nerve is, hey, I like this and I want to see more of what I like.

John Keller

Umm.

Dean Hammes

So if you post your goals in a place where you can look at them at least every morning and evening, preferably morning, evening, and sometime in the middle of the day, it tells your retinal activating system that you want to see more of that. More of that success or things that will lead you to that success. So if you go back to how you write your goals, I believe in cooperative goals. Not only do we have the corporate mandate of what we need to do, but then we need to talk about how we're gonna get there. So we write the goal out. It's obviously strategic and measurable.

Dean Hammes

We've got to do some action to get to that goal, so that's where we start diving into what actions do I have to take the most important action is the first one, which if we jump to the T on smart, says time-based. So you've definitely gotta have a deadline by when you're gonna have that first action done, and you've gotta have that first action written down when we do our goals forms, we actually have five actions we may not fill them all out right at the start, but we will fill out the first one or two. Umm, there's a saying that says you don't need to see the top of the staircase to take the first few steps.

Dean Hammes

Umm, we need to know what's at the top of the staircase. We need to know what that goal is. We don't need to know all of the steps and then as for time for us. Of course, it's year based, so we write our revenue goal out and then for the time we put in by the end of the year or sooner. And I always like the OR sooner because you never know, the universe might conspire to help you get there faster than you thought you could. The last thing we do is we write a stretch goal at the bottom, and that stretch goal will be 10 or 20% in the 10 to 20% range above what the goal is because again, you don't know what you're capable of. We all put limits on ourselves more often than we overachieve.

Dean Hammes

So if you write a stretch goal out, what happens is as soon as you hit your goal, you kick that stretch goal in, and if you're looking at that every day and seeing that stretch goal, there's a good chance you're going to get there. Last year, our team overachieved umm by almost 9% on average.

John Keller

Umm.

Dean Hammes

Uh, it was a really good year.

John Keller

That's great.

Dean Hammes

They really did a good job. believe part of the reason they overachieved is that they had their stretch goals written now. And obviously, the goal has to be relevant, which is what the corporate measure does. But I also coach Pete, my people on personal goals and that's where the relevance really comes in. I believe you need to have a business goal or a financial goal. You need to have a personal goal. Do you know something that you're gonna do better for me? It's always the number of workouts. A year? Umm.

John Keller

OK, I just gotta ask. I gotta ask Dean.

Dean Hammes

And then you have to have some kind of educational goal because I believe that in my team, yeah.

John Keller

How? Much. How many workouts per year? What's yours? What's your goal?

Dean Hammes

Well, so every morning I get up and do 20 to 25 minutes of stretching, rolling, and yoga poses.

John Keller

OK.

Dean Hammes

So I count a workout as 20 to 25 minutes with an elevated heart rate. My goal last year was 600 workouts.

John Keller

Whoa. OK.

Dean Hammes

I did 604.

John Keller

Well done.

Dean Hammes

So I also incorporate hot yoga when I'm home and whether I'm home or on the road, I live two to three times a week. Umm, so it's a pretty aggressive goal.

John Keller

That is aggressive but you. But you did 604 last year, so that's no joke.

Dean Hammes

Yes, but I worked up to that. I mean, I started out by working out. I mean 300 times a year and then slowly built up to it. So it's been, you know, six or seven years that I've built up to that goal. And as you get older, trust me, you've gotta work out, even more, to stay in the kind of shape you wanna stay in.

John Keller

That's no, that's that is incredible. OK. I just had to.

Dean Hammes

Sure.

John Keller

Sorry, to digress, let's jump back to your the goal framework, but when you mentioned how you're applying to the personal, I just had to jump in there, but keep going.

Dean Hammes

Yes. Uh, my brother used to do a self-care goal which included walking and yoga, and meditation. And that and he was kind of the inspiration for it because in the last year of his life, his goal was 700. And he actually hit it.

John Keller

Ohh wow.

Dean Hammes

So I was pretty impressed with that and that was my inspiration, so I can't.

John Keller

None of us have, but.

Dean Hammes

I can't claim that I've just done it all by myself and that's the big thing about goals. You've got to have somebody in your corner helping you. I don't believe you. Tell your goals to everyone, because for the most part, people aren't going to be positive about it more often you're gonna get a negative response to it. Oh, you can't do that, or wow, that's really incredible. I don't know if you're gonna be able to do that. So you wanna really share your goals only with a coach or a teammate? I believe in peer coaching. If you've got somebody to help you stay responsible and motivated toward your goals. So if you don't have a sales manager or a manager at all that's coaching you around them, you need to find somebody up here. Umm, you know a family member? Somebody who will help hold you accountable, because if, if you aren't held accountable, you're never gonna achieve a goal either.

John Keller

No, that's So what I'm hearing on your, so you have your smart goal framework and when you say to go beyond smart goals, I think the takeaway that I'm capturing here and I'm sure our audience is kind of that feeling something kind of click in their head is that first of all you need to involve your subconscious and your goal setting. I mean, you mentioned psychological connections between writing and setting goals and also your optic nerve, your retinal activating system. And so it's like set these goals but really involve your subconscious. Yes. Be intentional about it, and then I'm also hearing you say to involve almost harness your supportive community, whether that's peers or coaches or whatever.

Dean Hammes

Mm-hmm. And in the last component is vision, right?

John Keller

Umm.

Dean Hammes

So what is your vision of you accomplishing that goal? What does that look like? So if you can envision, the goal is already accomplished and how you're going to celebrate, I believe you've gotta celebrate your wins. Umm, in one of the first seminars I did probably 15 years ago, I was doing it for a group of teachers at the local Umm elementary school that my kids went to because I knew the principal pretty well. He was a former rugby player and he was a big guy like 6-4 he had he had ballooned to 300 pounds and he said his goal was to get back down to his rugby-playing weight, which was 240. And when we talked about what the reward was, he said, I can see myself in all new clothes, looking at myself in the mirror envisioning, you know, this is how I used to look.

Dean Hammes

Man, do I look good, right?

John Keller

Umm.

Dean Hammes

So if he could attach that vision to it and reward himself by a new wardrobe, the chances of him getting there were a lot greater at the end of the year, he'd gotten down to 2:45. So he was pretty happy and I was two for him.

John Keller

Wow.

Dean Hammes

But if you can attach that vision to it again, using your subconscious mind, your subconscious doesn't know what's real and what's not. So when you imagine something and you imagine it as accomplished and you continue to do that on a regular basis, it's gonna try and reach that goal for you.

John Keller

Umm. Well, I tell you that I think it's some that's a powerful takeaway. I think a lot of people, we hear these types of things like what you know, there's some science behind. It's real simple.

Dean Hammes

Umm.

John Keller

Just add science and outcomes that desire that we have and you've been doing this for a long time. You know you're not just. Uh, you're not just a manager.

Dean Hammes

Uh-huh.

John Keller

You're not just a trainer, but you've actually done a lot of coaching and I wonder if you could talk a little bit about where the science ends and the art begins in kind of your role as a as a coach. Because I think not only do people there are a lot of listeners who do have teams that they manage, but also people who have customers that need to be coached as well.

Dean Hammes

Mm-hmm.

John Keller

So where is the science? Where is the art kind of begin and end in your mind?

Dean Hammes

Well, I went through life coaching class in 2004, 2005.

John Keller

Hmm.

Dean Hammes

On the recommendation of a friend of mine and I really was reluctant to do it. But at the end of it, I learned some pretty important things. Which are? You know, there are certain tools that you can use a prioritize writing things down umm for all the major decisions in my life at some point in time, years ago, one of my first bosses said, hey, when you got a major decision to make right down the pros and cons. Umm, I recommend that to all of my anybody that I work with. Anybody that's got a decision to make, you know, write them out.

Dean Hammes

But I also recommend when you're coaching someone that if they're not writing out what they want and putting it on paper, it's never gonna happen. So part of the coaching is just to convince people that you need to write this, that this actually works. Uh, but the bigger the biggest component of coaching is getting to know your people. You know, traditional management back in the 80s was, you know, the managers up here, the people are down there. You don't interact a whole lot, or if you do it's I'm giving them orders. They're gonna go carry them out. I believe the cooperative method works a lot better when we talk about what is it you want to accomplish. Here's what the corporation needs, but how do we fit that into your framework? What works for you? Because every person is different, every person on the team has got different experiences, and different expectations, and until you really get to know them, you can't coach them.

Dean Hammes

There's gotta be some empathy involved. You've gotta understand where they're coming from. I've been fortunate to go through a lot of different bosses in my time. One company I worked for had five different owners while I was there. Umm, I've seen different people react in different ways, and over time you understand that everybody's going to react differently, how you coach them is based on how well you know them and how well they react and you're going to approach each person differently.

Dean Hammes

OK, OK. Three weeks later, he called me back and I picked up the phone and said, hey, are you done being mad at me? And he said he big sigh says yeah, I just hate it when you're right. And when you're telling me things that I need to do that I don't wanna do, but I did sign up for the MLA one and I'm taking the class in a couple of weeks. So what's next? And sometimes it's hard, but a lot of years ago, another one of my bosses said, you know, I tried to be firm but fair. And it's hard to do, but if it gets back to again when you're selling something to a customer and you're convincing them that you have the solution to their problems or at least you've got some idea of what they need when you're coaching people. Once you convince them that you've got their best interests in mind, they will take the tough love and it's almost like raising kids. In some ways, some days, you know, your kids will say, but so as parents, let them do that, they're, you know, hey, look, I understand that that's not how we do things. You know, I'm not their parent. I'm your parent. So I learned a lot about coaching from being a parent as well.

John Keller

You know, it's interesting. I think as I'm listening to your response I feel like the takeaway that I'm really getting from that is that as far as the line goes between the art and the science of coaching is not a distinct line. I think it's this concept of humility and continuous learning. And I guess it's humility, I guess continuous learning is probably the more succinct part of it because I think that humility.

Dean Hammes

Yes.

John Keller

You got to kind of stand firm sometimes if you're telling somebody you can't do something, but there's this constant, like, you're constantly learning. How do I do better?

Dean Hammes

Mm-hmm.

John Keller

What am I missing right? Like and I guess that's really to you. That's probably the real focal point. It's not that there is some line of art or science like. Well, what can you still learn?

Dean Hammes

Yeah. If you're a lifelong learner, it makes it a lot easier.

John Keller

Umm.

Dean Hammes

My boss handed out at the national sales meeting, handed out sales management simplified. And it's got some good it's an if you want a good book on it that talks about coaching. Umm, that's a very good book, Mike Weinberg.

John Keller

Umm.

Dean Hammes

A little plug for him, although I don't know him personally. I'm he's written two books I bought the second one from her for my salespeople, which is called new sales. Simplified because it does break it down into the things you need to do to be better, and that is constantly learning. You know the world is changing so fast that if you're not constantly learning something new, you're falling behind.

John Keller

No, I think that is really that's something to think about right there. Like it's again, not humility is maybe the wrong words, but as you're really always looking for what else is out there and if and you know, kind of like habits, I think I hear a lot of habits. I don't think you get to 604 workouts in a year without being pretty intentional about the habits you built, and I guess that's part of the subconscious element too, that you're kind of tapped into.

Dean Hammes

It is right I got by the name of Jim Rohn. ROHN. Umm, who inspired some of the gurus of today like Tony Robbins and Darren Hardy? Some of those self-help people worked for him, but he was known as America's business philosopher and his thing on habits was OK. So you miss a day? That's OK. Don't ever miss two in a row. Once you've developed the habit, it's easier to fall out of it than it is to continue it.

John Keller

Umm.

Dean Hammes

So if you don't stick with your habits and I believe that habits actually help us, I believe they take some of the thinking out of what you're doing. You wake up every morning at, you know, six o'clock 615, whatever it is, and the first thing you do is grab a glass of water, and then you do your rolling and stretching and core exercises. Right. And after that, the other thing is I never look at my phone or look at my emails until after I've exercised and made my protein shake. So again, habits are a very good thing, and when you develop good habits, they launch your day.

John Keller

Umm, no that's I think that's awesome. And I think it's clear from the life you've lived and the things you've done. Yeah, you really, really aligned your conscious and subconscious life as much as you can. And I wonder if you can't. Mm-hmm. Uh, if that doesn't kind of tie into this final point, I wanted to make sure we talked about, which is this loving, what you do like finding passion in every day and every moment, and then at that point, it kind of being energized by what you do, not being dragged down.

Dean Hammes

Sure.

John Keller

So can you speak to that a little bit and maybe tie that into some of the other concepts we've discussed?

Dean Hammes

And we can circle back to goals on that. For several years, my goal was to find my ideal job and I wrote it out and it. It included coaching and managing, traveling and selling right helping people get better at those things. While I was getting to do the things that I love to do like we talked about crawling around equipment, walking into customer plants and doing surveys and helping them consolidate their lubricants or helping them store their lubricants better or showing them ways to, you know, cut down on their usage or reduce their carbon footprint, which are things we still do pretty much every day, I may not be as involved in the field as I'd like to be right now, but we're doing some other things that are expanding and we're teaching the people. The other thing is training your customers. Umm, a lunch and learn that we do, which we've got. I mean, we always recommend that particularly for our new distributors that we go out and do a lunch and learn for the because then you come off as the expert. That's part of what I love to do as well, so I've always loved the working with people component. My last couple of jobs have really led me into. I mean, I love what I do every day. I've got a great team around me both above me and below me. You know, I've got great peers that we can bounce ideas off of, but when you love what you do when you wake up in the morning and its time to go to that 7:00 o'clock meeting with your peers and your boss, you're excited about it because you think, hey, what am I gonna contribute? What are these guys? What am I gonna learn today?

Dean Hammes

Where are we at? How are we doing? And I do absolutely love what I do pretty much every day. I get up and I'm charged up. About what's coming. But you've gotta get to the point where you know what you want, and then when you write it down and you envision it happening, if you don't love what you do today, then I recommend you find something else to do. If you wake up more than two days a week dreading going to work, or even one day a week, you need to find something else to do because life is way too short to be that stressed out.

John Keller

So the challenge that I'm hearing you kind of give to our listeners is what is your vision, is it written down and if you can't answer that, then you should.

Dean Hammes

Right. Yeah. No, absolutely.

John Keller

You should be able to answer what your vision is and is, and it should be written down. OK, I'm hearing you say. And it should change.

Dean Hammes

So we do quarterly evaluations with my team and me and sometimes that vision changes, right? So this quarter I found something that I really like to do and I wanna do more of it. So how do I generate that for the rest of the year or for the next quarter?

Dean Hammes

Or you know, how do I build this into my long-term plan where I get to do more of this that I really love and less of this, that I really hate, which for salespeople, it's always paperwork and there's always a some of that that you have to do. But the real thing I think most if you love sales and you love what you do, then you love being out in the field and we're interacting with customers and that's what you've gotta find a way to generate more of.

John Keller

That's awesome. I think that's a great takeaway. And then Dean, you know, I've as you've clearly been doing your coaching, you're training for a long time. Sounds like you're helping. You're participating in some other webinars and so forth to kind of help answer some questions in the field. Is there any? If somebody was looking For more information from you or about kind of your approach to things, is there any place they could look?

Dean Hammes

Yeah, they can.

John Keller

Just have to check you out on LinkedIn or is there any sort of other footprint that you have?

Dean Hammes

They can check out my LinkedIn profile or they can reach out to me at yeah.

John Keller

Yeah.

Dean Hammes

Dean.hamas@oilsafe.com, I'm always happy to provide a little more information on coaching or selling or you know what it is we do. It's a lot of fun. You'll see more posts on our LinkedIn as we ramp up our social media as well. But uh, I like leadership articles. I follow several people, so if you're interested in that, reach out to me and I'll send you some links.

John Keller

Great. Dean, thank you for taking the time to join us today and really appreciate your insights. I've got some books to read and some things to think about, so thank you so much and I wanna make sure to again to all of our listeners out there. Be sure to like us subscribe, share, and leave reviews. Let us know com your thoughts. Reach out to Dean if you have any questions or thoughts or insights as well, and again until next time. This is John Keller and Dean Hammes signing off from the distribution download podcast.