The 5 Disciplines of High-Performing Salespeople

A practical self-assessment and action guide for building pipeline, preparing with purpose, developing stronger business cases, engaging the right stakeholders, and protecting your value through the decision.

Sales is one of the most demanding professions, combining strategic thinking, emotional resilience, technical and business acumen, and consistent execution under constant rejection and pressure to produce results.

The five disciplines identify the fundamental behaviors high-performing salespeople apply every day to build pipeline, advance opportunities, and win business. They're practical sales habits that can be developed, practiced, coached, and strengthened over time.

1	**Prospecting Discipline**	Build and maintain a healthy pipeline with enough of the right opportunities to reach your goals.
2	**Preparation Discipline**	Prepare intentionally for every critical interaction, creating relevant value that advances the deal at every stage of the sale.
3	**Discovery Discipline**	Develop the complete business case for your solution that stakeholders can champion in the decision room.
4	**Stakeholder Discipline**	Multi-thread early and develop value across the people who influence and decide.
5	**Value Delivery Discipline**	Communicate and protect value that stakeholders can see, trust, and champion to win the Decision Room.

The 5 Disciplines Self-Assessment

Score each behavior based on what you do today. **Rarely** = 1 point **Sometimes** = 2 points **Consistently** = 3 points

Prospecting Discipline	Rarely	Sometimes	Consistently
I know how much qualified pipeline I need to achieve my sales goals.	☐	☐	☐
I set my weekly prospecting activity goals, commit the time needed to achieve them, and track my results against them.	☐	☐	☐
I prioritize prospects that fit my ideal customer profile.	☐	☐	☐
My prospecting outreach delivers value that motivates buyers to engage.	☐	☐	☐

Preparation Discipline	Rarely	Sometimes	Consistently
I research the company, business context, and people before important interactions.	☐	☐	☐
I define what I want to accomplish and the value I'll deliver before each interaction.	☐	☐	☐
I prepare the questions I need to ask at every stage of the sale.	☐	☐	☐
I update my deal strategy to define what I need to accomplish next and the value I'll deliver before each interaction.	☐	☐	☐

Discovery Discipline	Rarely	Sometimes	Consistently
I verify the buyer's Current State rather than relying on assumptions.	☐	☐	☐
I quantify the Immediate Results in the buyer's own numbers.	☐	☐	☐
I explain how those results better equip their leader to achieve Strategic Goals.	☐	☐	☐
I develop the full value business case for my solution before sending the proposal or quote.	☐	☐	☐

Stakeholder Discipline	Rarely	Sometimes	Consistently
I identify all people who can influence or approve the purchase of my solution.	☐	☐	☐
I identify and equip a Champion to promote my business case and open doors to other stakeholders.	☐	☐	☐
I uncover what each stakeholder values rather than focus on my primary contact.	☐	☐	☐
I begin multi-threading before the deal depends on my primary contact.	☐	☐	☐

Value Delivery Discipline	Rarely	Sometimes	Consistently
I turn my full value business case into a Bold Value Story that showcases the full, strategic value of my proposal.	☐	☐	☐
I tailor my Bold Value Story to what the stakeholder group values, and equip my Champion to retell the story in the Decision Room.	☐	☐	☐
I present my Bold Value Story and engage stakeholders to confirm it holds up for them.	☐	☐	☐
I close the deal at full price by protecting the full value I've developed instead of discounting, and confidently ask for the sale or next step.	☐	☐	☐

Your Sales Discipline Profile

Your scores calculate automatically from page 2. Each discipline is scored out of 12.

DISCIPLINE	MY SCORE
Prospecting Discipline	/ 12
Preparation Discipline	/ 12
Discovery Discipline	/ 12
Stakeholder Discipline	/ 12
Value Delivery Discipline	/ 12

Focus area
Score of 7 or below

Building
Score of 8 to 10

Strength
Score of 11 or 12

What your profile tells you

My strongest discipline

The discipline creating my biggest opportunity for improvement

The one discipline I'll improve first

My 30-Day Discipline Improvement Plan

Focus

My focus discipline

The behavior I will improve

Where I will apply it
Live account or opportunity

My commitment

I will

When

How often

Measure it

What I'll measure

What success will look like

30-day review

What improved?

What didn't?

What will I continue or change?

Want your sales team to build these five disciplines into how they sell every day? Explore Bold Value Selling →