

# PLAYBOOK TO WIN

THE PRINCIPLES OF A WINNING SALESPERSON

PLAN WITH PRECISION

EXECUTE WITH INTENT

WIN IN 2026



DERRICK BUTTS

# IN THIS ISSUE

*“Winning in a dealership doesn’t happen by accident. It happens when fundamentals are mastered, habits are built, and growth is intentional.”*

Inside this guide, you’ll discover the core principles every successful salesperson must understand before advanced training begins. These principles are built around a proven playbook designed to help you think clearly, act consistently, and execute at a high level inside a fast-moving dealership environment.



Inside this guide you will learn:

The core principles that support long term sales success

The stages of professional growth inside our training model

The habits and behaviors that create consistent performance

The playbook that supports structured execution every day

This guide introduces the standards expected before advanced training begins. Whether you are new to the dealership environment or preparing to grow into a higher level role, the principles inside this playbook provide the structure required to win consistently.

# FROM DERRICK BUTTS

If you are reading this, it means you are ready for growth. Not just bigger results, but a stronger understanding of how you think, prepare, and show up every day.

My experience in coaching and sales has shown me that real progress does not come from pressure or hype. It comes from clarity, structure, and a consistent commitment to the fundamentals. The individuals who grow the most are not always the most naturally talented. They are the ones who stay coachable, remain disciplined, and take responsibility for improving one decision at a time. Over the years I have seen how small shifts in mindset and daily habits can create powerful changes in performance. When professionals slow down enough to reflect,



prepare with intention, and execute with consistency, confidence begins to grow naturally.

This playbook reflects the principles and standards that have helped many people build stronger careers and more purposeful routines. As you move through it, take time to reflect on where you are today and where you want to go next. Pay attention to the habits you build and the way you approach each opportunity. If you apply what you learn here with honesty and discipline, you will begin to see meaningful shifts in both your performance and your confidence.

## Let's begin.

# FOUNDATION AND TRAINING PHILOSOPHY

Play to Win serves as the starting point for all sales development and training.

Success inside a dealership is built on clarity, structure, and consistent execution of fundamentals. Strong performance does not rely on pressure or motivation alone. It comes from understanding your role, practicing proven processes, and developing professional habits that support growth over time.

Our training model is built around three stages of development:

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## 01 ONBOARDING TO BASICS

Develop professional behavior, communication skills, and the daily standards expected on the sales floor.

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## 02 BASICS TO MATURITY

Strengthen consistency, confidence, and repeatable habits that lead to reliable performance.

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## 03 MATURITY TO MASTERY

Refine decision making, improve influence, and operate at a high level with professionalism and discipline.

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This guide introduces the principles that prepare associates and managers to move through each stage with purpose and clarity.

**Read it.**  
*Apply it.*  
**Execute consistently.**

Training builds on this foundation.

# THE PLAYBOOK

Coach Husband told my team in High School, you guys are not the most athletic, but we will always have a playbook that's better than others. If you execute, *we'll always be in the game with a chance to win!*

Simple reasoning why as a Coach, I've implemented this into my client's life. My goal is during our time, you too will see the importance of the 4-pillar playbook, and just as he told us, if you execute it, *you'll always be in the game with a chance to win!*

# ACTIVATE THE *GOAL*



## The Four Pillars of Our Playbook:



MINDSET  
MAINTENANCE



GOALS THAT DRIVE  
ACTION



SYSTEMS TO  
SIMPLIFY



ACCOUNTABILITY  
FOR CONSISTENCY



# 01 MINDSET MAINTENANCE

We are becoming what we think, say, and do. In order to achieve greater, we must work on our believer and our mindset. Join our 7 Day Success Self Talk Challenge. You'll use this section to write down each day's affirmation.



1

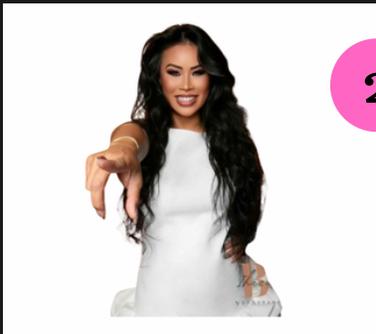
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## WANT TODAY'S REPLAY?

Send an email

[hello@dreamtodonecoaching.com](mailto:hello@dreamtodonecoaching.com)

 @iamassistu2win

 [www.coachderrickbutts.com](http://www.coachderrickbutts.com)

# 7 DAY *SELF* TALK CHALLENGE

WHAT YOU SAY DOES MATTER



I am headed in the direction  
of my conversations and my  
choices



# 02 GOALS THAT DRIVE ACTION

Category For Goals

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01 PHYSICAL

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03 FINANCIAL

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02 BUSINESS

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04 SPIRITUAL

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Our goals need to be:



## S.M.A.R.T

Clear, specific goals turn intention into action and remove guesswork from execution.



## Personal

Goals must reflect what matters to you. Ownership drives consistency.



## Written

Writing goals creates commitment and keeps your focus anchored when distractions appear.



## Meaningful

Meaning gives goals staying power. What matters deeply shapes who you become.

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## BUSINESS GOAL

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## SPIRITUAL GOAL

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- Limit the amount of goals to 2 per area
- Each goal needs an action item
- Can this be done within 90 days?
- If you only could pick one, would this be the one you'd pick?
- When it's written - review it daily

# SETTING YOUR GOALS

*“ In 90 minutes, we challenge the next 90 days of your life”*

**30 DAYS**

**60 DAYS**

**90 DAYS**

# SETTING YOUR GOALS

*“ Design the life you love, so you don’t dread the one you’re living”*

**30 DAYS**

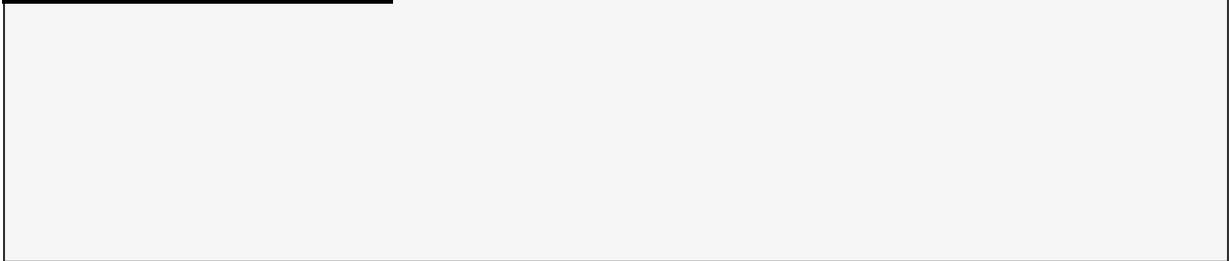
**60 DAYS**

**90 DAYS**

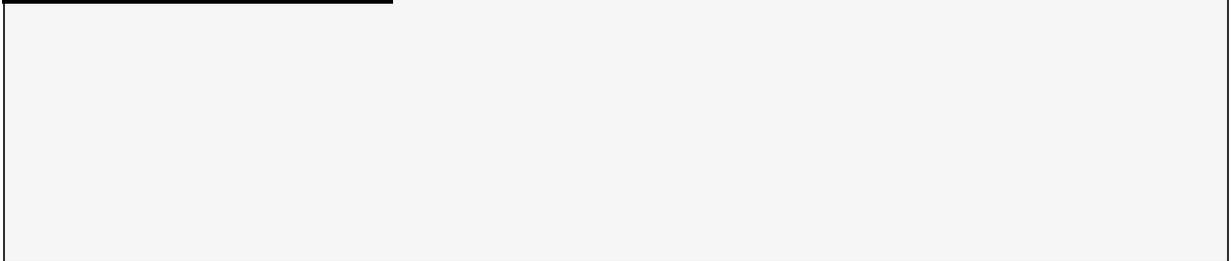
# SETTING YOUR GOALS

*“Destiny and Insanity don’t go together”*

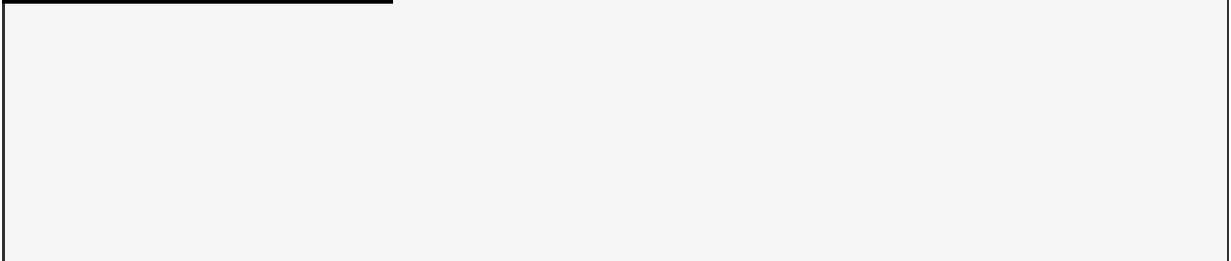
**30 DAYS**



**60 DAYS**



**90 DAYS**



# SETTING YOUR GOALS

*“ Change the conversation and choices and it will change your life”*

**30 DAYS**

**60 DAYS**

**90 DAYS**

# 03 SYSTEMS TO SIMPLIFY

*If it's needed and repeated - We need to have a system. Systems can be done by you, delegated to someone else, or automated.*

## 01

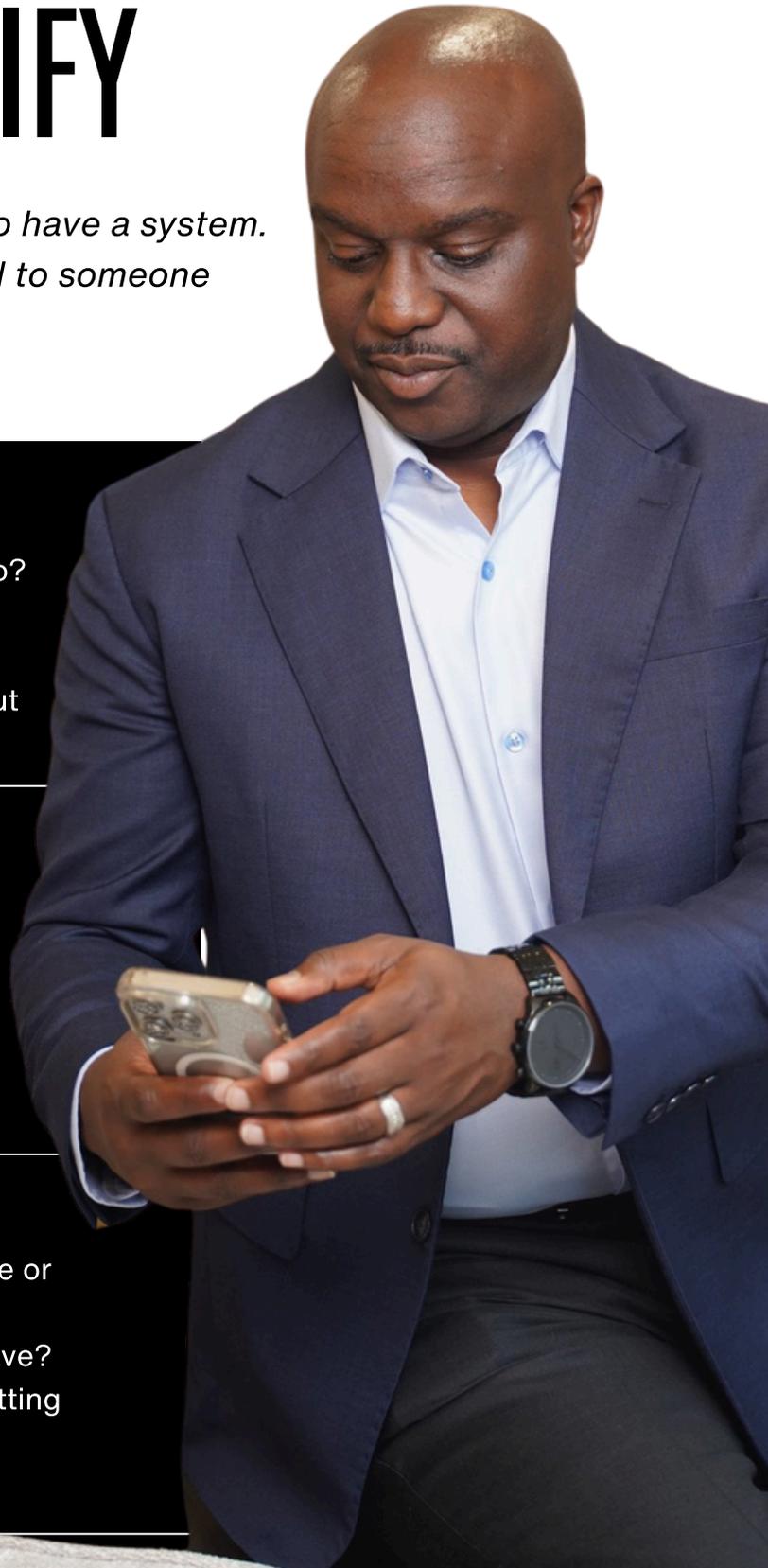
- What do I have to do that I don't like to do?
- What do I have to do that I'm not good at doing?
- What do I have to do that I enjoy doing but it takes me too long to do it?

## 02

- Who do I know that can do the above items?
- What does it cost me to delegate or hire the person?
- What is the return when this area is done effectively and consistently?

## 03

- How much time will I get back if I delegate or automate the task?
- What can I do with this time that I now have?
- Where is the best use of the time I am getting back?
- How soon can I make this happen?



*If it's needed and repeated - We need to have a system.  
Systems can be done by you, delegated to someone else, or automated.*

01

02

03

# 04 ACCOUNTABILITY FOR CONSISTENCY

We all need a who and a when.

Who's going to hold us accountable? When are we going to meet?

The How - Some baseline of questions to answer when you get together.

<i><b>PHYSICAL</b></i>	<i><b>NEVER</b></i>	<i><b>RARELY</b></i>	<i><b>SOMETIMES</b></i>	<i><b>ALWAYS</b></i>
How are you doing in this area				
When's the last time you				
What updates do you have from our				
Share a win or two that's recently				
What's your biggest opportunity right				

How will you rate the following

<i><b>EMOTIONAL</b></i>	<i><b>NEVER</b></i>	<i><b>RARELY</b></i>	<i><b>SOMETIMES</b></i>	<i><b>ALWAYS</b></i>
I need help in the following area				
I'm super proud of myself for doing				
I could use additional support				
I'm on target/off target/ahead of				



# INSIGHTS

- *Notes*

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# INSIGHTS

- Notes



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# TRAIN YOUR TEAM TO WIN

Our Sales School is dedicated to developing sales associates and sales managers through structured training programs designed for real dealership environments.

Now offering:

*Weekly Skill  
Development Training*

*Monthly Performance  
Programs*

*Intensive Sales  
Bootcamps*

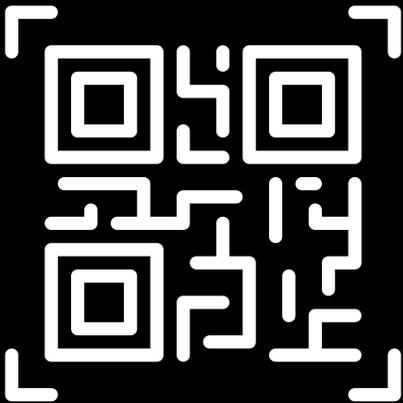
*Leadership  
Development for Sales  
Managers*

**DOWNLOAD.  
READ.  
EXECUTE.**

*THEN TRAIN YOUR TEAM TO WIN.*

## Schedule a Training Consultation

Scan the QR Code to book an  
appointment



Email:  
[hello@dreamtodonecoaching.com](mailto:hello@dreamtodonecoaching.com)

Our team has the time, experience,  
and commitment to help your  
organization build confident  
professionals and consistent  
performers.