GRIT GUIDE

NO. 10

YOUR WINS ON PAPER BEFORE REVIEW TIME

How to Keep a Wins List and Use It at Review Time

Featuring Marion Pulse, Tina Breen and Sarah Krey

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THE PROBLEM

Marion Pulse had already won President's Club, an award for the top performers in a sales organization, when a director came out for a ride-along in her second year selling windows. He told her she was showing a lot of success and asked what she was doing differently from everyone else.

A few lines every Friday, so you never again try to remember a whole year the night before your review.

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THE PLAN

7 STEPS

01 PICK ONE PLACE AND ONE TIME

02 WRITE FOUR LINES EVERY WEEK

03 COUNT THE SMALL WINS

04 PUT THE RESULT NEXT TO THE WORK

05 TELL YOUR MANAGER ONCE A MONTH

06 READ IT EVERY QUARTER FOR A PATTERN

07 BRING A ONE-PAGE SUMMARY TO YOUR REVIEW

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WORDS TO KNOW

WINS LIST

A running record of what you did at work and what came of it, written as it happens.

ANNUAL REVIEW

The yearly meeting where a manager rates your work, often tied to raises and promotions.

RIDE-ALONG

A day when a manager or trainer travels with a salesperson to see the work firsthand.

ROI

Return on investment: what the company got back for what it spent, including the time it paid you for.

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01

STEP 1 OF 7

PICK ONE PLACE AND ONE TIME

Choose where the list will live and when you will add to it. One place, one time, every week. A phone note works. So does a document with the year in its name.

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02

STEP 2 OF 7

WRITE FOUR LINES EVERY WEEK

Stefanie Couch, who hosted the conversation with Pulse, described the weekly note she keeps. It has four parts. Copy the shape:

- The major projects I am working on
- Where each one stands
- How it is going
- What I need to work on that I am not doing well yet

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03

STEP 3 OF 7

COUNT THE SMALL WINS

Most people skip a week because nothing big happened. Write it anyway. The examples in the episode were small on purpose: more phone calls than the week before, a customer who now buys from you, a shipping mistake you fixed.

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04

STEP 4 OF 7

PUT THE RESULT NEXT TO THE WORK

A task is what you did. A result is what it changed. Next to each entry, write the result in numbers if you have them: dollars, days saved, orders, callbacks avoided, customers added.

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05

STEP 5 OF 7

TELL YOUR MANAGER ONCE A MONTH

Do not save it all for the review. Once a month, send your manager three lines from the list: what you finished, what you are proudest of and where you are stuck.

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06

STEP 6 OF 7

READ IT EVERY QUARTER FOR A PATTERN

Every three months, read the whole list in one sitting. Look for the kind of work that keeps showing up: the times someone relied on you, the times you noticed something others missed, the times your part made the difference.

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07

STEP 7 OF 7

BRING A ONE-PAGE SUMMARY TO YOUR REVIEW

Before the review, pull the list onto one page: your three to five biggest results with their numbers, the pattern you found and one thing you want to do more of next year.

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“And I struggle so bad with those because I’m reflecting back on the year and I’m going, well, did I really do anything that was above and beyond in my opinion?”

Marion Pulse (29:30)

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THE CHECKLIST

CHECKLIST: WINS LIST, EVERY WEEK

- [ ] My list lives in one place I open every week
- [ ] This week has four lines: projects, where they stand, how it is going, what I am working on
- [ ] I wrote down at least one small win, with who I helped
- [ ] Each win has its result next to it, or the name of the person who knows the number
- [ ] I sent my manager a note this month
- [ ] This quarter, I read the whole list and wrote my pattern at the top
- [ ] Before my review, I made a one-page summary and asked what I missed

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OUR TAKE

SHOW YOUR WORK, LIKE IN MATH CLASS

Stefanie Couch explains it with math class. The teacher did not take your word for the answer. You showed the steps. A wins list is the steps. It lets the people who decide your raise see what you did, why it mattered and what your part was.

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FINISH LINE

A wins list with an entry for every week, each win next to its result, a short monthly note to your manager, and a one-page summary you bring to your review.

- The list has an entry for every week since you started it.
- Every win has a result, or the name of the person who has the number.
- Your manager has had a note from you every month.
- You walk into your review with one page in your hand.

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THE SOURCES

1. Marion Pulse on Confidence, Patience and Finding Your Place in Fenestration (Grit Blueprint Podcast, with host Stefanie Couch) (December 2024) Grit Guide
2. Crafting High-Performing Sales Teams (Grit Blueprint Podcast, Tina Breen with host Stefanie Couch) (May 2024) Grit Guide
3. The Relationship Rule That Changes Everything in Sales (Grit Blueprint Podcast, Sarah Krey with host Stefanie Couch) Grit Guide
4. How to Get Credit for Your Work Before Review Time Grit Guide

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