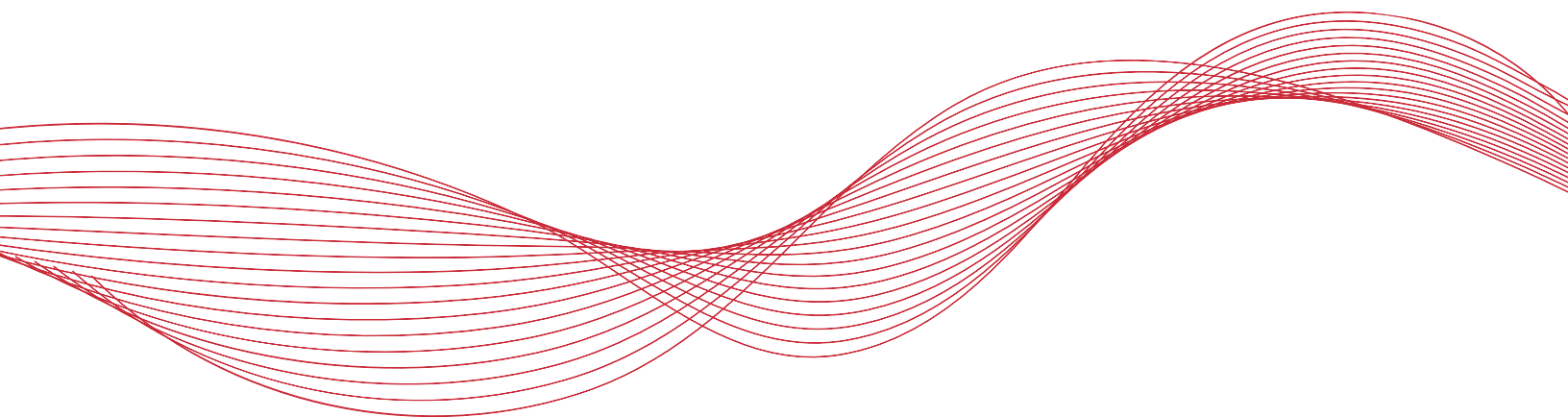


Li Costi

Embracing Accountability in Sales

WITH GUI COSTIN

The Sales Leaders Operating System Podcast



Embracing Accountability in Sales

In this episode of *The Sales Leaders Operating System*, Gui Costin, CEO of Dakota, shares his insights into effective leadership, sales systems, and workplace culture with host Matt McDarby. The discussion focuses on actionable strategies for building strong teams, driving sales performance, and fostering a sustainable, results-oriented organization.

Gui emphasizes the importance of detailed processes in sales, likening them to breaking down a task into its smallest components to ensure clarity and accountability. He believes that leaders must eliminate ambiguity by outlining step-by-step expectations for their teams, providing transparency into metrics, and holding regular check-ins. These daily short meetings, akin to football huddles, keep teams aligned, focused, and motivated to achieve their goals.

A central theme in the conversation is Gui's advocacy for trust and kindness in leadership. At Dakota, policies such as no formal vacation or expense guidelines reflect a high level of trust in employees, creating an environment where individuals feel valued and empowered. Gui notes that this approach minimizes turnover, allowing employees to build "institutional knowledge," which increases efficiency and drives long-term success. He highlights the hidden costs of turnover, particularly in customer-facing roles, where consistency is key to building trust and credibility with clients.

Sales, Gui explains, is a numbers game but also an emotional one, requiring resilience and discipline. He encourages reframing rejection as a natural part of the process and celebrating the small wins, such as securing a meeting. By connecting daily tasks to broader career growth, leaders can help their teams stay motivated and see the value in their efforts.

Leadership, according to Gui, requires vulnerability and humility. Leaders must take responsibility for their team's outcomes, own gaps in processes, and create a culture of kindness and high performance. He advises against micromanaging but stresses the importance of clear structures and regular feedback. This balance fosters trust, accountability, and a strong connection between leaders and their teams.

Gui also discusses the connection between sales and product quality, emphasizing that customer feedback from sales interactions can drive product improvements and enhance the user experience. Reflecting on his own leadership evolution, Gui shares lessons learned from mentors and past mistakes, underscoring the importance of continuous self-improvement.

In summary, Gui offers a compelling vision for leadership centered on trust, clear processes, and a focus on long-term relationships. His approach demonstrates how empathetic yet performance-driven leadership can drive sustained growth and employee engagement.

