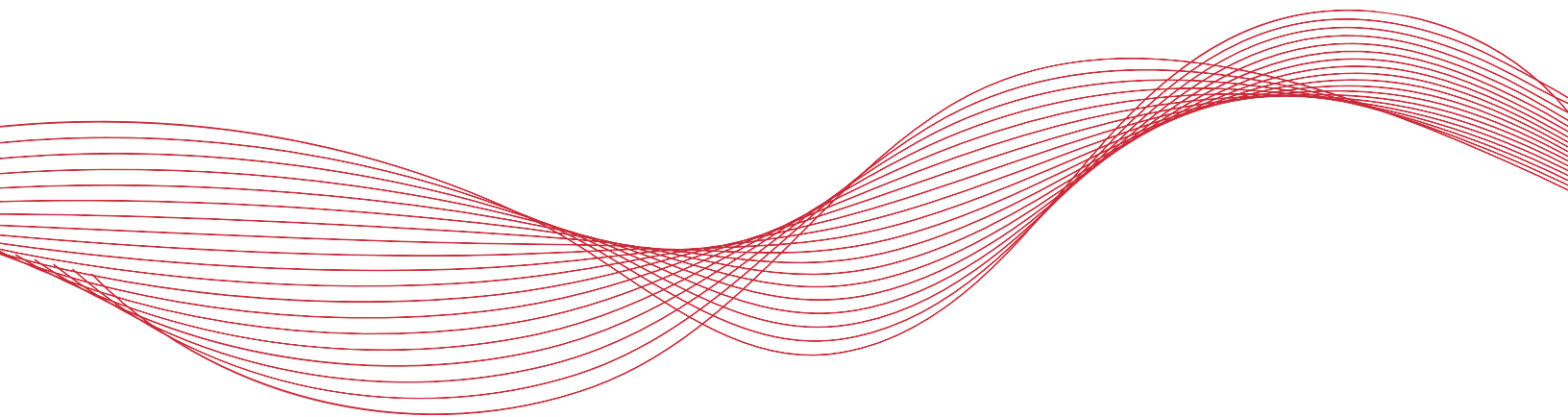


Gui Costin

Gui Costin's Proven Formula for Coaching Sales Teams to Success

WITH GUI COSTIN

The Sales Podcast



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In this episode of *The Sales Podcast*, Gui Costin, founder of Dakota, reveals the strategies that have helped him lead successful sales teams and cultivate a thriving company culture. Host Wes Schaeffer explores how Gui has crafted Dakota's "kind but not nice" culture, which emphasizes respect and honesty over superficial niceness, creating a supportive yet high-performing environment. Gui shares how this approach keeps HR issues low and employee satisfaction high, making Dakota a place where people genuinely enjoy working. Listeners interested in building a resilient, people-first culture will find valuable insights here.

Gui's journey also includes a lesson on turning failure into success. He recounts how Dakota's core business idea—an up-to-date investment database—emerged from an initial platform failure. By paying attention to what customers valued in their weekly sales calls, Gui identified an unmet need and pivoted to create Dakota Marketplace, now used by thousands of investment professionals. Aspiring entrepreneurs will appreciate Gui's perspective on failure as a potential path to innovation.

Gui also discusses effective content creation as a tool for client engagement and brand growth. Instead of focusing on quick ROI, he prioritizes content that provides actionable insights for his clients. This strategy, including Dakota's regular video and podcast productions, has increased customer loyalty by consistently adding value. For business owners seeking to connect more deeply with clients, Gui's approach to content offers a clear roadmap.

Another core topic is client-centered sales and responsiveness. Dakota's sales team works with a five-minute response policy, aiming to make clients feel prioritized and respected. Additionally, Gui's "W-days" (What's Working/What's Not) are monthly sessions where team leads discuss recent successes and challenges. This process ensures Dakota remains responsive and adaptable, a key for anyone focused on client satisfaction.

Lastly, Gui provides practical guidance for new entrepreneurs, recommending a focus on real customer needs and sustainable revenue over grandiose, risky innovations. He encourages those starting out to improve on existing services rather than inventing something entirely new. Gui's straightforward advice makes this episode particularly beneficial for those building businesses in competitive markets.

This episode provides valuable insights for leaders and entrepreneurs focused on building high-performing sales teams and cultivating a client-centered culture. Gui Costin shares practical strategies on adapting to failure, enhancing responsiveness, and creating valuable content that strengthens client relationships.

