



THE DREAM 10 ROSTER

SELLERSHIP SYSTEM®

# Build a team you don't have to rebuild every year.

From selling to leading — one clear view of the people  
you lead.

## — WHAT IT IS

Most rosters track names and numbers. The Dream 10 Roster tracks **people**. It gives you one clear view of who is on your team, what they want, why they want it, and whether they are doing the work to get there. It turns guesswork into clarity, and reactive management into intentional leadership.

## — WHY IT MATTERS

Most sales leaders lead blind. Used consistently, this roster becomes your:

- **Compass** to grow and develop your people
- **Accountability hub** to track real progress
- **Forecasting tool** for revenue and retention
- **Foundation** for every 1:1 and team decision you make

You can't lead people  
you can't **see**.

Once your roster is full, filter for your Dream 10. These are your most committed, coachable, and aligned people — the ones you would build a dynasty with. They earn **80% of your focus**.

**Make it yours**

Add, rename, or delete columns to match how you lead.

**Keep it updated**

This is a living document, not a one-time setup.

**Use it often**

Prep for 1:1s. Guide the hard conversations. Spot the gaps early.

**Stop leading reactively. Lead on purpose.**

*Make it a great day*

A stylized, handwritten signature in black ink, appearing to read 'Ben Ward'.

**Ben Ward**



0 ON ROSTER

0 DREAM 10

|   | CORE INFO  |           |       |               |      |           |         |               |              |           | MIND · HEART · FEET™ |       |      | PERFORMANCE & DEVELOPMENT |               |     |           | THE DREAM 10 |
|---|------------|-----------|-------|---------------|------|-----------|---------|---------------|--------------|-----------|----------------------|-------|------|---------------------------|---------------|-----|-----------|--------------|
| # | First Name | Last Name | Day 1 | Year in Sales | Role | Recruiter | Manager | Social Handle | Rooming With | Car Group | Mind                 | Heart | Feet | Blink Proj.               | Revenue Proj. | FCI | Sun Block | Dream 10?    |

No roster data yet. Open the Dream 10 Roster app and add your team first, then re-open this print view.



FIELD GUIDE

SELLERSHIP SYSTEM®

# What each column means.

Use it to coach, not just track.

## CORE INFO

**#** Rank / priority order. Your top focus at the top.

**First Name · Last Name** *Who they are.*

**Day 1** Their start date, or the date they begin.

**Year in Sales** What year they are in.

**Role** Their current role on the team.

**Recruiter** Who recruited them.

**Manager** Who they report to.

**Social Handle** Their main social media handle.

## MIND · HEART · FEET™

**Mind** **THEIR GOAL** Their specific goal — often a personal revenue target.

**Heart** **WHY IT MATTERS** Why that goal matters to them personally.

**Feet** **DOING NOW** What they are actually doing about it right now — current activity and output.

## ■ PERFORMANCE & DEVELOPMENT

**"Blink" Projection** Your gut estimate of their revenue potential.

**Revenue Projection** **EYES ONLY** Your considered revenue forecast. For your eyes only.

**Final Commitment Interview** Done? Yes / No

**Sun Block Video** Done? Yes / No

## ■ THE DREAM 10

**Dream 10?** Mark Yes for your most committed, coachable, aligned people. Filter on this column.

*Make it a great day*

— Ben Ward