

# THE BUSY BUSTING PLAYBOOK

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How to Do Less, Achieve  
More, and Lead Sales Teams  
Without Burning Out.

**FOR BUSY SALES LEADERS**

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# WHY DO SALES LEADERS STRUGGLE WITH BUSYNESS?

**Sales leadership is supposed to be about growth. But too often, it feels like chaos.**

You're expected to:

- Drive revenue
- Coach and motivate your team
- Keep clients happy
- Deliver flawless reporting

And somewhere in between, you're supposed to think strategically. Instead, every hour turns into firefighting. Burnout creeps in.

According to the Workplace Busy Report:

- 71% of professionals don't take breaks
- 80% struggle with stress and mental health
- 42% skip holidays altogether

For sales leaders, that's not just unhealthy—it's unprofitable. Energy, clarity, and focus directly drive sales outcomes.

That's why I created The Sales Leaders' Busy Busting Playbook.

Inside, you'll discover how to:

1. Subtract the noise – cut unproductive meetings or low value activities that don't drive sales
2. Fuel your mojo – keep your team's energy, resilience, and motivation high
3. Lead with values – build a culture where purpose drives performance

You'll also learn the 5 Busy Traps every sales leader falls into—and the practical steps to break free.

**This isn't another hustle manual. It's a blueprint for leading with clarity, building stronger teams, and winning more deals without burning out.**



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# SELF-AWARENESS: THE SALES LEADERS EDGE

**When you're disconnected from your purpose and values as a sales leader, you slip into traps without even noticing.**

You check the easy boxes—reviewing reports, running endless pipeline calls—while avoiding the harder lifts of coaching, strategy, or tough conversations. You carry the weight of the team alone until exhaustion hits. Slowly, the job starts running you instead of the other way around.

That's where self-awareness comes in.

Self-awareness is the ability to see yourself clearly—your habits, your triggers, your values, and your blind spots. It sounds simple, but it's rare. Research published in Harvard Business Review found that only 10–15% of people are truly self-aware, despite most believing they are. For sales leaders, that gap is costly.

**Without self-awareness, you fall prey to busyness:**

- You micromanage instead of coaching.
- You drown in meetings instead of protecting selling time.
- You chase numbers without anchoring to values.

**With self-awareness, everything shifts:**

- Decisions become clearer.
- Coaching becomes more impactful.
- Trust deepens—both in yourself and with your team.
- You stop firefighting and start leading with clarity.

One of the most powerful tools is the **Values Report Card**. At the end of each day, take five minutes to score yourself from 1 to 4 on how well you honored your top three values in your leadership. Did you coach with integrity? Did you empower your reps? Did you create space for energy and growth? This simple check-in helps you spot patterns before burnout sets in and ensures you lead by design, not by default.

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Another strategy is to track your energy flow. Notice what drains you (repetitive reporting, firefighting escalations) and what fuels you (coaching breakthroughs, celebrating wins, building client trust). Energy is often the truest measure of alignment. If something consistently depletes you, ask: Does this really require my time—or can it be delegated, automated, or eliminated?

And finally, embrace vulnerability. True self-awareness isn't just about knowing yourself—it's about sharing yourself with others. When you're open about challenges, honest about priorities, and clear about your values, you create psychological safety. Your sales team will follow your lead—and together, you'll build a culture of trust and resilience.

Sales leaders often look outside for the next big solution: the newest tool, the sharpest incentive plan, the hottest script. But sometimes the most powerful breakthrough isn't external—it's internal.

Self-awareness is your hidden edge. It's what keeps you grounded, intentional, and effective in a world that constantly pulls you into busyness.

The more aware you are, the less you'll chase numbers reactively—and the more you'll lead with purpose. In the end, that's the difference between managing a team that just survives the quota cycle and leading one that thrives, grows, and wins consistently.

## Key Takeaways:

- Busyness hides the bigger picture. Firefighting kills strategy.
- Self-awareness sharpens leadership. It's the foundation of clarity, coaching, and sustainable performance.
- Values alignment drives results. Recognition rooted in values builds stronger, more resilient teams.
- Energy is your compass. Protect what fuels you, and delegate what drains you.

# THE 5 BUSY TRAPS TEAM LEADERS FALLS INTO (AND HOW TO BREAK FREE)

## 1. Hustle Addiction

### The Trap

Mistaking busyness for progress. Saying “yes” to everything and wearing hustle like a badge of honor.

### The Cost

Burnout, poor decision-making, and diluted impact.

### Break Free

**Practice Subtraction.** Eliminate low-value tasks and reallocate energy to work that aligns with your values.

## 2. Calendar Overload

### The Trap

Back-to-back meetings, endless commitments, and no time to think.

### The Cost

Constant reactivity, shallow focus, and exhaustion.

### Break Free

**Apply Intentional Time Design.** Audit your calendar. Protect time blocks for strategy, creativity, and recovery.

### 3. Value Drift

#### The Trap

Losing sight of your “why.” Chasing every opportunity instead of staying aligned with purpose.

#### The Cost

Disconnection, loss of motivation, and diminished trust from your team.

#### Break Free

**Lean into Values Vibing.** Identify your top three values and use them as your compass for decisions.

### 4. Lack of Recovery

#### The Trap

Treating rest and recovery as optional. Pushing harder instead of recharging.

#### The Cost

Stress overload, declining health, and reduced resilience.

#### Break Free

**Build Mojo-Making Happiness Rituals.** Small daily resets—like a gratitude practice, 2-minute breathing break.

### 5. Isolation

#### The Trap

Carrying full responsibility on your shoulders, avoiding delegation, and struggling alone.

#### The Cost

Decision fatigue, slower growth, and a lack of creative collaboration.

#### Break Free

**Shift to Human-Centered Leadership.** Build trust, delegate boldly, and surround yourself with support.

# DESIGN YOUR WEEK

**A Busy Busting Worksheet to Do Less, Achieve More, and Thrive with Clarity.**

## **Step 1: Subtraction – Eliminate the Busywork**

Think about how you spent your time last week. Then circle the tasks that fall into the Busy Traps:

- **Hustle Addiction** – Saying yes to every fire drill.
- **Calendar Overload** – Too many back-to-back meetings.
- **Value Drift** – Change purpose to sales strategy.
- **Recovery Neglect** – No breaks, skipped downtime.
- **Isolation** – Carrying the quota burden alone.

**Your Action:** List 3 tasks you can subtract this week by delegating, automating, or eliminating.

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## **Step 2: Mojo-Making – Build Team Happiness Rituals**

Sales performance = energy + focus. What rituals can keep energy high?

Examples for team leaders to try:

- 2-minute “reset breaks” between calls
- Gratitude in threes at the end of the day
- A “me-time microstep” every hour (5 minutes of pause, movement, or reflection)
- Doing a short happiness ritual...2-3 minutes of something that makes you smile lights you up.

**Your Action:** Pick 2 rituals to introduce this week and track how they affect your team’s energy:

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## Step 3: Values Vibing – Prioritize What Truly Matters

Clarity comes when your leadership actions reflect your values. When you're vibing with your values, you stop reacting to every demand and start responding with intention.

**Your Action:** Write down your top 3 leadership values

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**Next:** At the end of each day, score yourself 1–4 on how well you lived those values. (4 = fully aligned, 1 = forgot it completely.) Log in the number below -this is your Values Report Card.

Mon

Tue

Wed

Thu

Fri

Sat

Sun