# Audio file

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# Transcript

Greg Reffner

Everybody, this isGreg Reffner with [ABSTRAKT Podkast](https://abstraktai.podbean.com/) and we have [Evan Patterson, senior business Development representative at Reprise](https://www.linkedin.com/in/evanpatterson/) with us today.

I am super pumped to talk to him about finding value in common causes and really the topic that cause is going to be around like groups and different things that we can be a part of as part of a sales culture.

So, Evan please say hi and a little bit more about yourself.

Evan Patterson

Hey everybody, uh my name is Evan just don't call me late for drinks and we're good to go. Yeah, I love all things marketing, business dev, and top of funnel and videos. Let’s stop being jerks on LinkedIn.

Greg Reffner

Right, so hold on before we continue. Are we talking about some of the SDR shaming that's been going on and calling out cold emails like what prompted that?

Evan Patterson

That's about you. That about 2% of it, but yes.

Greg Reffner

I would agree that needs to stop.

Evan Patterson

I post as much as I do. You have to deal with this quite often.

Greg Reffner

Fair enough I agree with that everybody is just being nice to each other. The whole world would be such a better place if we all just got along. So, groups or clubs? A group of like-minded individuals, aligning themselves around a common cause or interest. Ultimately, that's what I want to talk about with you today because you're a member of STR Nation Rev Genius Member Enablement squad out and Tech member. What aren't you a part of? And why are all these so important to?

Evan Patterson

Well, I'm not part of the local like knitting Club here in Chicago or any sort of kickball league. And what I deal with in terms of like the time management of it all is just kind of like I literally block time for each of these groups to go in there, interact and engage and see if there's anything of direct value to me and a lot of these groups, I'm in for personal agendas that have absolutely nothing to do with my paycheck as it stands currently. They will more than likely always end up having some sort of effect on my career or paycheck in the short term or long term, but I I tend to get one with little to no agenda to be quite honest to which it makes the time management kind of, you know, I can dedicate as much as I want, which is how I keep from going insane.

Greg Reffner

Nice OK perfect. I noticed a correlation even between kind of your kind of participation in these groups and the kind of start of your career in tech. Is that purely coincidence or did you find that you know you were able to maybe accelerate your learning curve, decrease your ramp time like what was it about getting started in tech and instantly immersing yourself in some of these more prominent groups and kind of doing it all at once?

Evan Patterson

So, the answer is kind of shock. A lot of people because it's not, uh, not really. Those things. Those were things that were byproducts of the why. The why for me was I was leaving an industry that was painfully antiquated and for lack of a better word, I just didn't get along with anybody in my industry. I was a very miserable, was very unhappy human being. No matter how good I was, I just was not happy and when I went to go work in in tech, I got to dip into tech basically and realized all the opportunities to do things that I enjoyed and do those things with people that I enjoy doing it with. Whether that was the companies or their customers. So, these groups were more of a social need for me and a collaborative need that had those as byproduct.

Greg Reffner

Nice. OK, got it. So, one of the I guess kind of diving into that a little bit more I mean when you think about like the social need, right? I think everybody wants to feel connected, especially if the past year has taught us anything. It's we need to find ways to connect when we're physically not able to, and so did you. Have you found that there's more of a social component to some of these groups? Then there is maybe a business component, but it's a social component around like-minded individuals.

Evan Patterson

Uh, yeah, I believe that's very true. I would even beg to say that that they can be one in the same it's kind of like how I conduct business as an employee of REPRIS, but also as a self-employed person. My social life is my business life. I find that I connect best with people that have work life, harmony, the keyword being harmony rather than balance. Those groups tend to have people like that.

Greg Reffner

OK, so I've never heard that before. Work life, work, life, harmony. Why did you intentionally use that word as opposed to balance?

Evan Patterson

Now I can't speak for everybody and some people this is probably true for them without even saying but when I think of balance, I think of a car part metallization. Some things I want to keep separate from work. Some things I want to keep separate from my personal life, but there are also a lot of things that I purposefully want to blur the lines on actually, and that's when harmony comes into play is where there are things that I want people to be able to ping me at 1:00 o'clock in the morning. There are things where I do want to be able to blur the two together and show people you know the professional side of me and the and the not professional side of me. Uh, my personal life and just as much as far as the complete antithesis on everything I just said.

Greg Reffner

Fair enough, well, I would argue that the most successful salespeople I know actually now thinking about it are OK blurring that and letting a little bit more of their true selves shine through right. Not being afraid to be who they are right out into the world, interacting with prospects, I think humans crave that right that real human connection, and I wonder if sometimes we suppress that because we're trying to be a little bit like too buttoned up or professional in how we're going about interacting. What do you think about that?

Evan Patterson

I think it's very true if you ask anybody on LinkedIn who's met me in person and I'm the only thing different, I think between me and the way that you're hearing me right now is I'm probably even more brain functions than loud and snarky and person so it's just an extreme. This is the tone down to me. But other than that, like I'm very open and honest about everything about who I am, I don't. Of people getting this curated view, I don't want I I I don't want to be that person that people aspire to have unrealistic standards to meet. If I'm going to be good at something I wanted to be within arm's reach of people.

Greg Reffner

That's awesome, so I love that word. You use curated view because I think in today's world we try to, you know, filters this and filter that right and try to put out this like perfect image of yourself and I again I go back to the most successful people I know are just real. They put themselves out there and that it kind of naturally attracts like-minded individuals. Kind of going back to that group kind of topic we're talking about. So I think you're I think you're on to something man and I know I'm kind of watching you engage on LinkedIn, right? It becomes a magnet of like-minded people, and you almost create this mini environment where people are open to having conversations because you acted as the catalyst to kind of start that conversation. So, I think that's a that's pretty awesome that you've realized that that's a. That's something that's true to you, so I know the world appreciates that next question I have, what do we got to do to pull out the real Evan and the more rambunctious Evan for the rest of our time together?

Evan Patterson

Oh Lord. It's not entirely sure.

Greg Reffner

I'm serious question. Why’s that?

Evan Patterson

I’m not really sure. Ah, in real life it's very different answer, but usually involves a cocktail, but that's usually what it is.

Greg Reffner

Says, well, whatever? OK, I can't get you a cocktail, so I know I'll have one door dash to you. See if I can get it there out by the time our podcast is over so while we're waiting on door Dash to show up with your cocktail, let's back it up a little bit so I know you talked like insurance sales. You know it sounded like maybe didn't fit in there, right? In insurance sales, regardless of how successful you were and that acted almost as like the catalyst to bring you into tech sales, how did you know that that's where you want it to be like getting into B2B tech like that's not something people graduate high school from go up. That's where I want to be so what was that that made you go that way?

Evan Patterson

Yeah, a lot of stuff that's going on in my life has like created several puzzle pieces that you know eventually got put together to create a picture. My first jobs as a teenager I was like freelance writing for some virtual reality startups and companies, while also did a lot of my own projects and blogs and stuff or I got paid through ad revenue. Like for insights of like online video games, XY and Z and that's when I really got exposure to like the freelancing and tech companies and all the software that went into it and realizing that they were marketing to you know, businesses. Even though I was weirdly the only see that ever bought their stuff just repurpose their tech. It's like that was always in the back of my mind and when I got into insurance and toward the end of my insurance career before stepping into tech where I had like 1 foot out the door basically into tech I had, uh, interested in commercial insurance the most I had more fun with the conversations its business owners because they saw more value in having those conversations. They had a problem that they wanted to solve, whereas when I was, you know, ditas.

See, I would look into personal auto renters' insurance. You know, I was very frustrated because the average everyday person was and that users were nicely ignorant when it came to how insurance worked, that every conversation regardless of who I was, felt like a fist fight.

I'm trying to get them to understand the value because people just didn't want to see the value because insurance has this awful stigma surrounding it and no matter how good of a person, I wasn't in matter so hated knowing that there was nothing I could do to change that with within the realms of my role other than stop selling of regular people and start selling to business that's you know when I put those two together, B2B Tech just makes the most sense.

Greg Reffner

Nice, OK, alright so kind of puzzle pieces. Looking back, you know the breadcrumbs seem to line up right?

Evan Patterson

Yeah, nothing's an accident. Everything has a reason.

Greg Reffner

I think following that right being open to following kind of the direction life takes you is really important so let's bring this back to kind of the original thing that we wanted to talk about, which was the groups and you mentioned earlier. Kind of you blocked time on your calendar. I'm just going to put it out there, but I have a lot of hesitations around joining these groups because I hear about the slack channels, the virtual meetups, the happy hours. Maybe I'm just not the type of person that can multitask around all that, but you know, I've talked to a couple of doctors, and they go like what's noise, and what's real? How do I go about segmenting that out or kind of filtering through that? Like how do you go about managing what you choose to find value in and where you direct your attention as part of your participation in some of these groups that you're part.

Evan Patterson

I really wish there was like a blueprint like just a cane. People on this because it varies so much per person. For me it's all it was just a lot of like over time you just kind of get the vibe of that sort of stuff that I'm blocking came about when I realized I was spending too much time with these groups. Not enough time doing the actual job to be openly honest. There's like three years ago and I would like I because I was in groups before the ones you see on LinkedIn. You know, I was in other groups and I spent a lot of time on like sales groups and Reddit. Before I really cared too much about Slack and I realized when I time blocked and committed to that time blocking it allowed me to like stop spending too much time but then the new problem came in like OK, I got less value, but I need to spend less time. I can't spend more time, so now I need to be more intentional or purposeful with the time that I'm allowing myself to be in these groups XY and Z. And just it's that back and forth of like do and then assess and then do try something else and then reassess and then eventually you figure out a groove that works. You, uh, of like what add value? What doesn't add value? I can't determine what value equals for anybody else, but I can definitely determine how one can go about discovering the value and this is how I would tell somebody else who's trying to.

Greg Reffner

Figure that out. OK, so let's talk about that a little bit. So how do you go about discovering what's a value?

Evan Patterson

Yeah, so depth plate. Make sure you're sending parameters of this time and the effort. Because that way you can measure value. Value is usually when you're measuring something against another something right? So, if I put in this bunch of time and effort and I think people need to realize you need to have effort, which I understand is gray area, but like your sanity and your energy and like did you feel burnt out 15 minutes into it, right? Like those things you need to physically write down, you know? And if what you then right now what you got out of it, that I learn something new to the thing that I learned helped me hit quota to help me, exceeded quota to help me make my day easier. Did it help make another process more efficient in my day-to-day life, which freed up time for me to do more of something else. This long list of things so just be obsessive for the first month or two of trying.

These groups of keeping track of value. If you start realizing you get little to no value in a group or it's purely social or there's not enough content in there to check it frequently like, then change how much time you allot for that group. I can definitely tell you there are certain groups that I check every other hour and there are groups that I check maybe once every other.

Greg Reffner

OK, all right, so determining how you measure value right? And that's going to be different for everybody. But again, you know you can't manage what you don't measure, and so if you're not measuring how the value, you're getting out of it, how you expect to manage your time in those groups.

Evan Patterson

Yeah, it goes back to knowing your why. Like, is it for career advancement? Is it for hitting your quota? Is it for just making your day to day easy or is it just so you don't feel like, you know, like you have to know your why and you have to have an independent and dependent variable? If anybody has their old homework from middle school about this. What is science \*\*\*\*\*\*\*\* that you learn you know like refer back to that assignment you took when you were 13 years old and apply it to this because it still works. Now it works, but your back hurts.

Greg Reffner

Uh, I can't remember a single thing I learned in middle school. So let's talk about have you read Simon Sinek? Start with why?

Evan Patterson

I don't know what that is. Oh yes, I've heard of it, but I've never read it.

Greg Reffner

OK, so you just said you know you want to understand your why. It's a phenomenal book around understanding your why and helping people kind of figure that out on their own. And it's really geared towards B2B businesses who think they sell a product or a feature. But the masterful companies, the ones that are amazing companies, they know what their root caused there. Why is why they're in business and to bring that down to an individual level? It goes back to why are you doing this? Why is this important to us? So that goes into another. I think you just overcame my first objection around multiple groups, so kudos to you. Let me give you another objection. I've been in some of those groups and what I struggle with Evan is that there are people that are actually able to do the job. And then there's people that actually talk about doing the job without actually having done it before. I call them, you know Monday morning quarterbacks if you will, how pervasive is that, you know, in your opinion, if you come across that where you're like, dude, go back and hit your number once or twice and then come back to me and tell me how you did it.

Or do you find that for the most part you know you're seeing a lot of really successful people kind of start to organize themselves in these groups and it kind of elevates everybody.

Evan Patterson

Now I think what you say rings true, but it's becoming less and less true because that kind of, uh, type of person, uh, for a while was new to the B2B networking social media world, right? Like influencers and B2B are still a relatively new conversation old school though when it comes to B2C right? We can think back to like when Britney Spears had a Pepsi ad. I got paid $1,000,000 for staying there for three seconds and kudos video. Britney by the way but like that gave birth to influence marketing. Everything that happens if you did say he hits B2B. So, what you're talking about, I instantly think of there are influencers that are genuine, authentic and like, yeah, I've done this, you know. And then there's the ones that they claim they have, or they don't claim they have and they're just all theory. And there's some value to be had with people that are just all theory. My gripe is when they pretend to act like they know better when they don't come and though that type of person is dying out because that because that wouldn't work can be to see that that died out 20 years ago and be to see it's just starting to die out. Now everything would be to be as a lag time because it is a secondary and tertiary market. So I don't even think people need to be too concerned about it because it's kind of killing itself on it sound to be quite honest.

Greg Reffner

Yeah, so what's? Uh, what was that? Uh, that virtual group? It was popular a couple months ago.

Wasn't Hangouts, clubhouse?

Evan Patterson

Clubhouse the tap yeah.

Greg Reffner

Yeah, I heard that that kind of you know, there was a bunch of people coming in and spouting off and kind of not the expert's kind of were like OK this is too much and they kind of left that and so it sounds like maybe the groups are a little bit more self-regulating and so that's not something that I maybe need to kind of be worried about anymore. That variety.

Evan Patterson

The peer-to-peer policing is a genuine “concept” in society. If you start realizing your full list, you stop being foolish, especially anybody else that kind of makes you aware that's why accountability and everything kind of matters, and that's why people like me are like I guess like known to stir the pot when it comes to these things, but I do so proudly, you know, because I just don't like watching people who don't know what they're talking about. I quite know what they're talking about. I think I consider it lying and I hate lying.

Greg Reffner

OK and yeah, and you're not afraid to call him out on it, which is awesome.

Evan Patterson

Yeah no, because at the end of day, like probably human beings that when we die we're going to go in the dirt, right? So like we're at the same level, I don't care if you say oh if your share. I don't care if you're the janitor muntries you the same way I respect everybody and then I adjust accordingly.

Greg Reffner

I love it man. In heaven, I think we could be best friends if I lived in Chicago where he lived in Arizona. I think we could. I think we could be good friends.

Evan Patterson

You'd have to come here. It's too hot down there, I'm sorry.

Greg Reffner

Ah, so it's too cold and too cold in Chicago.

Evan Patterson

Sounds like a you problem. I'm kidding.

Greg Reffner

Well, wrapping up our conversation Evan, I have some good takeaways and I think you overcame some of, maybe, my fears that I had around different groups. I might get a little bit different shot, but I think my biggest takeaway is like, you know, determine how you measure value, how you measure effort, and whether that's participation in a group for business. Whether it's something you're doing personally, whether it's the job that you're doing, whether it's the effort you put into a friendship or relationship like you have to determine the value, and you have to measure that value specific to you and, uh, really, that wasn't. Uh, that wasn't a takeaway that I was expecting to come out of this this conversation, Evan, so I think that's a pleasant surprise and I really appreciate the fact that you shared some of that information. It's a little bit more valuable outside of just kind of, you know, LinkedIn groups and different professional groups, so thank you. Thank you for your words of wisdom my friend.

Evan Patterson

Of course, my pleasure I like, and if there's like specific context or whatever, like of course like you know, there's there are some concrete ways, but generally speaking it's all up to the person.

Greg Reffner

Yeah, I love it. Well if anybody wants to get in touch with you, have a conversation with you. Maybe grab a cocktail if they're in Chicago in December when I'm not there. What's the best way to get in touch with Evan?

Evan Patterson

Hit me up on LinkedIn, Evan Patterson. As I'm getting the hiccups right now, or you can hit me up on Twitter at Evan M. Patterson, M as in Michael. I post a lot on both platforms and if you find me in any other platform, I will probably block you.

Greg Reffner

That's awesome, that's great honesty again, all right? Thank you for your time today. It was pleasure, sir.

Evan Patterson

Sure, thank you so much.

[ABSTRAKT](http://www.abstrakt.ai) was founded with a rebellious spirit and a lofty objective: to offer sales teams a method to fulfill their sales quota goals, while pioneering the conversation intelligence industry toward self-reliance through our untethered platform.