



Building a Sales Engine Roast & Thank You!

By Laurie Sorensen, HTG Learning Architect

Over the past two years HTG's Community Day provided a solid base (pun intended) for those seeking guidance around Building a Sales Engine. Led by veteran members Nate Austin and Steve Riat, the sessions were well-received by members and full of helpful learnings and stories.

People walking by in the hallway during the quarterly BASE sessions often heard laughter coming from that room as Nate and Steve were not shy about telling how a lot of their learnings came out of painful experiences. Steve was particularly fond of sharing Nate's embarrassing moments — this vulnerability and honesty helped the audience to connect.

Since HTG has continued to grow over the past few years, we knew some of you might see two polished sales executives up on stage and be taken in by their charm and suave presentation style. So in this month's Voice, we wanted to introduce you to Steve and Nate "before they were global sales speakers."

Nate and his business partner Lyf have been part of HTG almost since the beginning. They were in the original HTG2 group, the second group ever formed. At one point in HTG's history, facilitation was done by members. Nate missed one meeting and was voted by his group to be their facilitator. He learned a valuable lesson about how seriously his group took the HTG focus around being accountable to show up and provide value to your fellow members!

Many who meet Nate now likely don't know that he was a bachelor when he first joined. Those who knew him then would be quick to tell you that marriage has been good for Nate and that much of the charm and polish you see on stage has come about since he married his lovely bride, Shaina.

Steve joined in the early days as well as part of the original HTG3 group. The meeting that quarter was held in the exotic city of Duluth, MN. Steve drove from Hayes, KS to Duluth which is approximately a 12-hour drive. The first night there the group went out for dinner at Grandma's. If you haven't been to Duluth before - almost every restaurant has Grandma's in its name (seriously). Steve hadn't been paying attention to the full name so he went in and out of at least 3 different places looking for the group. Finally, he broke down and called another group member to find out where the group was located.



When Steve joined HTG years ago, his boys were really young. Many of you sat in on the Legacy Plan workshop and got to meet his son Caden and see that Steve really does live by the values he teaches on stage as he works hard not only at his company but also at home investing in his marriage and sons.

HTG started offering sales and service content as one day “Summit” events offered on the TechnoFarm in Iowa each summer beginning in 2012. Nate and Steve were both a part of developing content and speaking at every single sales event from the summits through BASE. In their eight quarters of presenting the BASE program, they designed all the content, created slides, crafted learning activities, and shared countless examples of how the principles they were discussing were actually employed within their individual companies. They presented their content not only at the quarterly meetings in North America, but also traveled one quarter each year with Nate presenting to members in Australia (APAC) and Steve presenting to members in Europe (EMEA).

These two are amazing examples of HTG’s Go-Giver culture. They consistently made themselves available to their fellow HTG’ers, answering questions in person at the event. They also answered questions and shared resources through the [Building a Sales Engine \(BASE\) community on the HUB](#) which is open to any HTG member to join, even if you did not attend the BASE events live. Their [2016 BASE sessions](#) and [2017 BASE sessions](#) are all available on demand for anyone who would like to join Steve’s mom in watching them all or if you are looking for ideas on a particular sales topic.

HTG owes a deep debt of gratitude to Nate Austin and Steve Riat for all of the many ways they give of themselves. They have been a key part of making HTG what it is today and in helping many of their fellow members to take the next step in their journey of building a sustainable sales engine. If you rub shoulders at a future meeting, please thank Nate and Steve and let them know how their investment of their experience and of themselves has made a difference for you.