

Sales & Business Development

Sales professionals, account executives, and BD managers

Professionals Program · The Recovery Files

The Professional Identity & Authenticity module has its own printable workbook on the Professionals page.

Professional Sales Recovery Program

Transforming Professional Skills into Recovery Strengths

0 / 7

Current Phase

Early Recovery

Time Investment

~4-6 weeks

Welcome to Your Recovery Journey

This program is specifically designed for sales professionals navigating early recovery. Your professional skills—persuasion, negotiation, relationship building—are valuable assets that, with conscious transformation, can support rather than hinder your recovery journey.

Each module builds upon the previous one, creating a comprehensive framework for maintaining both professional effectiveness and strong recovery. You'll develop practical tools, gain crucial insights, and learn to integrate recovery principles into your sales career.

Important:

Work through modules at your own pace. Each includes interactive assessments, practical exercises, and mind-mapping tools. Your progress is automatically saved, allowing you to return anytime.

Module 1: Professional Identity & Authenticity

Understanding the Sales-Recovery Interface

Explore how professional facades and sales skills impact recovery. Learn to distinguish between professional adaptability and personal authenticity.

Key Topics:

Professional Facades vs. Authentic Recovery

The Adaptive Communication Challenge

Building Genuine Connections

Vulnerability as Strength

Module 2: The Negotiator's Paradox

From Control to Acceptance

Transform negotiation skills into recovery assets. Learn when to accept rather than optimize, and how to surrender without losing professional effectiveness.

Key Topics:

Recognizing Negotiation Patterns
Non-Negotiable Recovery Principles
Acceptance Without Resignation
Professional Skills Integration

Module 3: Communication Transformation

From Strategic to Authentic Expression

Develop authentic communication while maintaining professional effectiveness. Build a stable recovery voice across all interactions.

Key Topics:

Adaptive Communication Patterns
Developing Authentic Voice
Direct Emotional Expression
Balancing Professional & Personal

Module 4: Building Recovery Capital

Stability & Support Systems

Create sustainable routines and authentic support networks. Learn to balance professional demands with recovery stability.

Key Topics:

Establishing Daily Routines
Building Support Networks
Professional Boundaries
Work-Life Balance in Recovery

Module 5: Professional Social Navigation

Managing Business Culture in Recovery

Navigate business events, client entertainment, and professional travel while maintaining sobriety. Develop alternative relationship-building strategies.

Key Topics:

Business Event Strategies
Travel & Convention Planning
Client Relationship Alternatives
Creating Recovery-Safe Environments

Module 6: Professional Integration

Sustainable Career in Recovery

Integrate recovery principles into sales practice. Build a career that supports both professional success and long-term recovery.

Key Topics:

Value-Based Selling

Redefining Success Metrics

Career Development in Recovery

Long-Term Sustainability

Module 7: Pattern Transformation

Building New Professional Behaviors

Identify triggers in professional settings and develop alternative responses. Create comprehensive toolkits for high-pressure situations.

Key Topics:

Professional Trigger Identification

Alternative Response Development

Crisis Management Protocols

Accountability Systems

Program Features

Interactive Assessments

Self-assessments with scoring, interpretation, and personalized action plans

Mind Mapping Tools

Visual tools to explore connections between professional patterns and recovery

Progress Tracking

Monitor your journey with saved responses and milestone celebrations

The Recovery Files - Professional Sales Recovery Program

Embrace, Empower & Evolve

Module 2: The Negotiator's Paradox

The Negotiator's Paradox

- ☐ Recognizing Negotiation Patterns
- ☐ Negotiation Mindset Assessment
- ☐ Understanding Non-Negotiables
- ☐ Transforming Negotiation Skills

The Negotiator's Paradox

Understanding the Paradox

Your negotiation skills have been your professional superpower. In recovery, these same skills can become obstacles to healing. This module helps you understand when to negotiate and when to accept.

Key Insight:

Recovery requires learning that some things in life are non-negotiable. This isn't weakness—it's wisdom.

Reflection Exercise

Think about a recent situation where you tried to negotiate or modify recovery requirements. What drove that impulse?

Remember:

Your negotiation skills aren't bad—they're just being applied in the wrong context. Recovery is not a business deal to be optimized.

Recognizing Negotiation Patterns

Identify which negotiation patterns you recognize in your own recovery journey:

The Optimizer

Constantly seeking to improve or customize recovery protocols

Common thought: "I can make this program work better if I just adjust..."

Recovery impact: Prevents full engagement with proven methods

☐ I recognize this pattern in myself

The Exception Seeker

Always looking for special circumstances or unique arrangements

Common thought: "My situation is different because..."

Recovery impact: Avoids accepting common recovery experiences

☐ I recognize this pattern in myself

The Leverage Finder

Identifying power dynamics in therapeutic relationships

Common thought: Trying to establish advantageous positions with counselors

Recovery impact: Blocks authentic therapeutic connection

☐ I recognize this pattern in myself

The Deal Maker

Attempting to bargain with recovery requirements

Common thought: "If I do extra of X, can I skip Y?"

Recovery impact: Undermines foundational recovery structures

☐ I recognize this pattern in myself

Pattern Awareness

Which pattern do you struggle with most? How does it show up in your daily recovery work?

Negotiation Mindset Assessment

Rate how often you experience these patterns (1=Never, 5=Almost Always):

1. I find myself looking for ways to modify standard recovery protocols

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

2. I seek exceptions to program requirements

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

3. I try to negotiate aspects of my treatment plan

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

4. I look for leverage in therapeutic relationships

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

5. I reframe or debate feedback from treatment providers

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

6. I search for flexibility in firm requirements

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

7. I treat recovery as a transaction to be optimized

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

8. I attempt to create special arrangements

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

9. I try to find better deals in recovery programs

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

10. I apply sales tactics in recovery settings

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

Your Negotiation Tendency Score

Low NegotiationHigh Negotiation

You show minimal negotiation tendencies. Continue building on this acceptance.

Understanding Non-Negotiables

In sales, everything has flexibility. In recovery, some principles are absolute. Learning to recognize and accept non-negotiables is crucial for sustainable recovery.

Complete Abstinence

Why it's non-negotiable: Partial measures don't work with addiction

Path to acceptance: This isn't about finding a middle ground—it's about life or death

☐ I accept this as non-negotiable

Honest Self-Disclosure

Why it's non-negotiable: Recovery requires complete transparency

Path to acceptance: No strategic withholding or selective truth

☐ I accept this as non-negotiable

Surrender to the Process

Why it's non-negotiable: Control is often the problem, not the solution

Path to acceptance: Trust the wisdom of established recovery methods

☐ I accept this as non-negotiable

Regular Meeting Attendance

Why it's non-negotiable: Consistency builds recovery foundation

Path to acceptance: Not when convenient, but when scheduled

☐ I accept this as non-negotiable

Working with a Sponsor

Why it's non-negotiable: Guidance from experience is irreplaceable

Path to acceptance: Their guidance isn't negotiable advice

☐ I accept this as non-negotiable

Personal Commitment

Write about one non-negotiable you've been resisting. What would full acceptance look like?

Transforming Negotiation Skills

Transform your negotiation instincts into recovery strengths:

Finding Leverage

Building Trust

Practice:

In your next therapy session, focus on being completely open without seeking any advantage

☐ I will practice this transformation

Optimizing Outcomes

Accepting What Is

Practice:

When you feel the urge to improve a recovery protocol, pause and follow it exactly as designed

☐ I will practice this transformation

Creating Exceptions

Embracing Common Ground

Practice:

Identify with others' experiences rather than differentiating yourself

☐ I will practice this transformation

Tactical Communication

Raw Honesty

Practice:

Share something in group without considering how it will be received

☐ I will practice this transformation

Daily Practice Exercises

Implement these daily practices to develop acceptance over negotiation:

The Acceptance Challenge

Frequency: Daily

Each day, identify one thing you want to negotiate or change. Instead of acting on it, practice complete acceptance.

How to track: Journal what you wanted to change and how acceptance felt

Practice Notes:

The "Yes" Experiment

Frequency: Weekly

For one full day each week, say yes to all reasonable recovery suggestions without negotiation.

How to track: Note what happened when you didn't optimize or negotiate

Practice Notes:

Feedback Without Rebuttal

Frequency: Ongoing

When receiving feedback, listen completely without preparing counterarguments.

How to track: Record instances where you accepted feedback without negotiation

Practice Notes:

Week One Action Plan

Choose one exercise to focus on this week. How will you implement it?

Module 3: Communication Transformation

In sales, every conversation has a goal. You learned to read people, frame things well and steer toward a close. Those are real skills. In recovery, conversations with a sponsor, a counselor or your family do not have a close — they work only when you say what is actually true.

- ☐ 1. Adaptive communication patterns ☐ 2. Where strategy shows up ☐ 3. Developing an authentic voice ☐ 4. Practising plain speech ☐ 5. My communication commitments

Read

Adaptive communication patterns

Good salespeople adapt. You mirror the buyer, match their pace, and say what moves the deal forward. Over years, that can become automatic — you adjust what you say to the person in front of you before you have checked what you actually think or feel.

In active addiction, the same skill protected the using: the right story for your manager, a different one for your spouse, a reassuring one for your doctor. Each version was "true enough" to pass. Recovery asks for one story, told the same way to everyone who needs to hear it.

Key points

- Adapting your message is a sales strength that can become automatic
- In addiction it produced different stories for different people
- Recovery needs one honest account, told consistently

Self-check

Where strategy shows up

Rate how often each happens in your recovery conversations.

1 = Not at all · 5 = Almost always

I decide what I want the other person to think before I speak

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

I tell my counselor or sponsor the version that makes me look best

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

I use humor or charm to move away from uncomfortable topics

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

I agree in the moment and then do what I planned anyway

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

I find myself "closing" — getting someone to approve my plan

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Developing an authentic voice

An authentic voice is not a softer sales pitch. It means saying what is so, including "I don't know," "I was wrong," and "I'm struggling," without packaging it.

Direct emotional expression is part of this. Many professionals can describe a market in detail but go blank when asked how they feel. Start simply: name one feeling, say it plainly, and resist the urge to explain it away. "I'm anxious about the quarter" is enough.

You do not have to stop being effective at work. The aim is a voice that stays the same in a client meeting, a home group and the kitchen at home — balanced between professional skill and personal honesty.

- Authentic is not the same as polished
- Name feelings plainly, without packaging
- Aim for one voice that holds across work, meetings and home

Reflect

Practising plain speech

Describe a recent conversation where you managed the message instead of telling the truth.
What were you protecting?

Write what you would say now, plainly, if you had that conversation again.

Which feeling is hardest for you to say out loud, and who could you practise saying it to?

Plan

My communication commitments

One relationship where I will practise saying it plainly

Sponsor, counselor, partner, colleague...

A phrase I will use when I notice myself "selling"

For example: "Let me say that more honestly."

How I will check in with myself before important conversations

What do I actually think and feel here?

Module 4: Building Recovery Capital

Recovery capital is everything that helps you stay well: routines, people, health, purpose and a workable relationship with your job. Sales careers can be chaotic — travel, quotas, irregular hours. This module helps you build stability that survives a bad month.

- ☐ 1. Establishing daily routines ☐ 2. My current recovery capital ☐ 3. Support networks and professional boundaries ☐ 4. Work-life balance in recovery ☐ 5. My stability plan

Establishing daily routines

Sales rewards flexibility, but early recovery rewards predictability. A small set of fixed points each day — waking time, a morning recovery practice, a check-in call, a set end to the workday — gives your nervous system something solid when the pipeline is not.

Keep routines small enough to survive travel and month-end pressure. A five-minute morning reading done every day beats an hour-long practice that collapses the first time you are on the road.

- Fixed points matter more than perfect plans
- Build routines that survive travel and quota pressure
- Consistency beats intensity

Checklist

My current recovery capital

Tick what you have in place today.

- ☐ A morning or evening recovery practice I do most days
- ☐ At least one person I talk to about recovery every week
- ☐ A meeting, group or session I attend regularly
- ☐ Someone I can call during a work crisis
- ☐ A plan for staying well on business travel
- ☐ Clear stop times for work on most days
- ☐ Regular sleep, food and movement
- ☐ Something outside work that gives me meaning

Support networks and professional boundaries

Salespeople often have huge networks and very few people who know them. Recovery needs a smaller circle that knows the truth: a sponsor or mentor, a counselor, a few peers in recovery, and people at home who are included.

Boundaries protect that circle. That can mean not answering client calls during your meeting, telling your manager you will not host the bar portion of an event, or keeping one evening a week completely work-free. Boundaries are not a lack of commitment; they are what makes long-term commitment possible.

- A large network is not the same as a support system
- Your circle needs people who know the truth
- Boundaries make long-term performance possible

Work-life balance in recovery

Where does work most often crowd out your recovery?

Which gap on the checklist would make the biggest difference if you filled it?

What boundary have you been avoiding setting at work, and what are you afraid will happen if you set it?

My stability plan

My daily fixed points

Times and practices you will keep even during busy weeks.

My recovery circle

Names and how often you will be in touch.

One boundary I will set at work this month

Be specific about what and with whom.

My plan for my next business trip

Meetings, calls, routines, what you will avoid.

Module 5: Professional Social Navigation

Client dinners, trade shows, the hotel bar after the conference — much of sales culture has been built around alcohol. You can stay successful in this culture without drinking or using, but it takes planning rather than willpower in the moment.

- ☐ 1. Business event strategies ☐ 2. My risk at business events ☐ 3. Client relationships and recovery-safe environments ☐ 4. Thinking it through ☐ 5. My event and travel plan

Business event strategies

Decide before the event, not at it. Know what you will drink, how long you will stay, and when you will leave. Have your non-alcoholic order ready so you are not deciding at the bar under social pressure.

You owe no one an explanation. "I'm not drinking tonight" or "I'll have a soda" is a complete answer. Most people care far less than you fear. If someone presses, that tells you something

about them, not about you.

Arrive early, when conversations are freshest and drinking is lightest, and leave before the late-night stretch where business value drops and risk rises.

- Decide your plan before you arrive
- A short, simple answer is enough
- Arrive early, leave before the late-night stretch

My risk at business events

Rate how true each statement is for you right now.

I feel I have to drink to close deals or bond with clients

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

I stay later at events than I planned to

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Travel and hotel nights are when I feel most vulnerable

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

My manager or team expect me to join the drinking

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

I go to events without a plan for how I will handle them

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Client relationships and recovery-safe environments

Relationships are built on attention, reliability and usefulness, not on drinks. Breakfast meetings, coffee, a round of golf, a sporting event, a shared meal at a restaurant you choose — all build trust without centering alcohol.

When you are hosting, you set the culture. Choose venues with good food and non-alcoholic options, and schedule meetings at times that do not drift into a night out.

On the road, plan your evenings as carefully as your meetings: find a local meeting or online group, call home or your sponsor, and know which hotel spaces you will avoid.

- Trust comes from attention and reliability
- When you host, you choose the culture
- Plan travel evenings like you plan meetings

Thinking it through

Which upcoming event or trip worries you most, and why?

What will you say if a client or manager pushes you to drink?

Which client relationship could you move to a breakfast, coffee or activity instead?

My event and travel plan

My next event or trip

Name and date.

What I will order and what I will say

Have your words ready.

When I will arrive and when I will leave

Set the exit time before you go.

Who I will contact before and after

Sponsor, peer or family member.

Module 6: Professional Integration

Recovery does not have to compete with your career. The principles that keep you sober — honesty, service, consistency, humility — can also make you a more trusted and more durable salesperson. This module is about building a career that supports your recovery instead of threatening it.

- ☐ 1. Value-based selling ☐ 2. Redefining success metrics ☐ 3. Career development in recovery ☐ 4. Long-term sustainability ☐ 5. My integration plan

Value-based selling

Value-based selling starts with what the client actually needs, not with what you need to close. That fits recovery well: it asks you to listen, to be honest when your product is not the right fit, and to trust that integrity pays off over time.

Clients often notice the change. A salesperson who tells the truth, follows through and does not oversell becomes the one people call back.

- Start from the client's need, not your quota
- Honesty about fit builds long-term trust
- Follow-through is a recovery skill and a sales skill

Redefining success metrics

Sales lives on numbers: quota, rank, commission. Those numbers will not go away, but they cannot be the only measure of whether you are doing well. In addition, a good month could hide a life falling apart; in recovery, a bad month does not mean you are failing.

Add measures that track your whole life: days you kept your recovery routine, honest conversations had, time with family, sleep, service to others. Track them with the same seriousness you bring to your pipeline.

- Quota is one measure, not the measure
- Track recovery and life measures alongside sales numbers
- A bad month is not a failed recovery

Career development in recovery

Tick what is true for your current role.

- ☐ My role lets me keep my recovery commitments most weeks
- ☐ My compensation structure does not push me toward reckless behavior
- ☐ I can say no to unhealthy events without serious consequences
- ☐ I have someone at work I can be honest with
- ☐ My long-term goals fit with the life I want in recovery
- ☐ I know what I would need to change if this role became unsafe for my recovery

Long-term sustainability

What would a successful career look like five years from now if your recovery came first?

Which parts of your current role support your recovery, and which strain it?

What is one non-sales measure of success you want to start tracking?

My integration plan

My personal success measures

Two or three measures beyond quota.

One way I will practise value-based selling this month

A specific client or situation.

A career change I am considering, or a conversation I need to have

With your manager, mentor or sponsor.

Module 7: Pattern Transformation

Every job has moments that used to lead to using: the lost deal, the big win, the brutal month-end, the hotel room after a long day. This module helps you map your professional triggers, plan different responses, and build accountability so the new patterns hold under pressure.

- ☐ 1. Professional trigger identification ☐ 2. Alternative response development ☐ 3. Crisis management and accountability ☐ 4. Mapping your patterns ☐ 5. My pattern toolkit

Professional trigger identification

Tick the situations that have been triggers for you.

- ☐ Losing a deal or a key account
- ☐ Closing a big deal or hitting quota
- ☐ Month-end or quarter-end pressure
- ☐ Rejection on cold calls or prospecting
- ☐ Business travel and hotel nights
- ☐ Conflict with a manager or client
- ☐ Being ranked or compared on a leaderboard

- Long drives or downtime between appointments

Alternative response development

A trigger is not a command. Between the trigger and the old response there is a moment of choice, and you can prepare for it. For each trigger, decide in advance what you will do instead — a call, a walk, a meeting, a written note, a set routine.

Celebrations count. Many relapses follow good news, not bad. Plan how you will mark a win in a way that supports your recovery: a meal with family, a meeting where you share it, a reward that has nothing to do with using.

- Plan the response before the trigger hits
- Wins are triggers too
- Simple, repeatable actions work best under pressure

Crisis management and accountability

High-pressure days need a short, written protocol: stop, step away, contact one person, and do one recovery action before making another work decision. Keep it on your phone where you can see it.

Accountability keeps patterns from drifting. A weekly check-in with a sponsor, counselor or peer — where you review triggers, slips and wins honestly — catches trouble early. If you are in a monitoring program, treat it as part of this accountability, not as an adversary.

- Keep a short written crisis protocol on your phone
- One contact and one recovery action before the next decision
- Weekly honest check-ins catch drift early

Mapping your patterns

Describe the last time a work situation pulled you toward using. What happened just before?

Which of your triggers do you feel least prepared for?

How will you mark your next big win in a way that supports your recovery?

My pattern toolkit

My top three triggers and what I will do instead

Trigger → new response.

My crisis protocol

The steps you will follow on a high-pressure day.

My accountability check-in

Who, when and how often.

How I will celebrate wins safely

Specific, recovery-supporting rewards.
