



Transferable Skills

By Joel Pekay

Have you ever been told during an interview that you did not have the right background for the role? Or, during a sales call that your experience wasn't what the company required? As a sales and marketing expert, I always challenge these statements and perceptions. We all have skills and experience that are absolutely transferable to new industries, positions and opportunities.

Throughout my career, I have conducted B2B sales and marketing efforts across many industries. I have hired individuals with backgrounds that maybe didn't seem like they'd be a "fit", but in my mind, they would make the team well-rounded. We have provided services to a wide range of industries including automotive, chemical, electrical, medical, textiles and even consumer goods. Each industry is quite different, yet they utilize the same core processes and marketing concepts:

- Product (or service)
- Price
- Place
- Promotion

Yes, we do have to understand each industry to begin. But, once we learn it, we apply the core sales and marketing processes we've studied, taught and fine-tuned throughout our careers. The approaches and methods are transferable, and the messaging and tactics just need to be modified for each target audience. Simply put – it is all about managing and executing the process.

When a service offering or product is the focus, special expertise can be necessary. But as a leader, I can bring individuals with unique expertise together in a team to create a delivery organization that works together to support variable industries simultaneously. Skills can be transferable; it just requires vision, leadership, and communications to provide an opportunity to bring a comprehensive group together.

About Scuderia Partners LLC

Scuderia Partners provides businesses an outsourced team with expertise in developing and growing revenue through sales and marketing. We work across the customer life cycle, from acquisition to engagement to retention, to build stronger customer connections.

Scuderia Partners represents global, national, regional, and local businesses looking to expand in the North American market. We do this by building your brand, prospecting, outreach, sales, and ongoing customer management. Throughout the process, we build a scalable approach for continued success.