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We Are All Salespeople

By Joel Pekay

It is time I take my own advice, put my creative hat on, and communicate – in other words discuss sales. Over the years, I have been through too many sales training classes to count. Each course has taught me a different approach and methodology and I have learned something unique during each session. But, I also learned something much more important, I learned that each person has a unique approach to selling.

To be successful, each sales professional must use a methodology and set of processes that work for his or her own personal style. It is nearly impossible to sell B2B services using a cookie-cutter approach. Each person must determine what works best and maximize that approach.

As a sales leader, I can manage a team utilizing a variety of sales methods. And, I build that team with skills that complement one another. I believe these complimentary traits provide greater advantages because they allow have a sales team with a comprehensive set of skills designed to connect with target customers in ways that suit both the team members and potential customers.

I will also mention that everyone – and I mean everyone – is a salesperson. Frequently, associates and friends confide in me that they hate selling or don't consider themselves to be a "salesperson". I have a simple question for anyone who feels this way. Have you ever interviewed for a job and gotten it? Yes? Then you're a salesperson! Remember, you have to sell yourself to get that job! If you can do that, you can consider yourself "in" sales.

With this in mind, we are all salespeople who have the power to grow our businesses and each employee can, in fact, promote the business. Whether at a dinner with friends or a business gathering, each team member has the opportunity to casually build the corporate brand, educate about solution-based services, or grow product awareness.

I will continue to share insights like this in the future, but I too am working to build my business - Scuderia Partners. We offer an outsourced team of experts to assist you in growing your business. Please contact us today to learn more about how we can improve your sales and/or marketing organization.

If you like what you have been reading, please contact us today at 312-848-1602 or info@scuderiapartners.com.

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.

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