



## **Building a Team with Diverse Expertise Drives Success**

By Joel Pekay

I have hired and managed many people throughout my career. A key to my teams' success has been the result of building an organization comprised of people with diverse backgrounds and experiences. In this case, by diverse, I am referring to differing education, training, experience, and areas of focus.

Rather than hire individuals all cut from a single mold, I seek individuals with experience from a variety of complimentary areas. By bringing together a team whose knowledge, skills, and contacts blend, I can create an organization that works together to exceed customer expectations, market demand, and company growth objectives.

From a management perspective, I set common goals and objectives. Then as a team, we bring together our individual uniqueness to work as one and exceed those goals. Each team member learns from the others and is able to grow their knowledge base. They also learn how to work as a team, which fosters success. As they advance through their careers, I gain satisfaction that I have helped others. And, through the combined success, the business grows.

For example, when I worked in telecommunications, I needed to hire a marketing associate. The president of the company was shocked and questioned my logic when I hired Rebecca who had a background in healthcare and had no experience in telecommunications. I explained that if I could simplify our technical offerings and information into easily digestible solutions, then Rebecca could simplify further using her core marketing knowledge, and together, we could position understandable solutions to our collective target audience. The approach was one tactic that I combined with a broader strategy which led to a 50% revenue growth while maintaining a 41% profit margin.

In another example, I hired an electrical engineer - who was also Six Sigma-certified - to be part of my business development team. In addition to his technical expertise, Joe had amazing interpersonal skills and a history of building strong relationships with clients. These skills complimented my sales and marketing focus by bringing the strong technical and regulatory knowledge required to provide a comprehensive solution. As a result, we were able to answer all of the prospect's questions without having to wait for answers from others. Working together as a team, we won key global accounts leading to direct growth of a startup business.

The above tactics and examples can be implemented within any industry or sector. By bringing together complimentary teams and focusing on core communication techniques, a business and its leadership can build an organization with diverse expertise that drives success.

Scuderia partners can work with your company to create a comprehensive sales and marketing strategy including development of teams throughout your organization. [Contact us](#) today to learn more.

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**Scuderia Partners LLC**  
+1-312-848-1602  
info@scuderiapartners.com

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