

Marketing and Sales Are Like Auto Racing

By Joel Pekay

In a previous article titled “[When I Grow Up](#)”, I discussed the transition of the market, careers, and technology coming together to drive change. I would like to offer further discussion using a comparison with auto racing.

Full disclosure – I love exotic cars and auto racing. Both have been a passion of mine since my early twenties. I have attended nine Formula 1 races, too many IndyCar races to count, and a few NASCAR events. I feel especially lucky that I worked for a company who sponsored many types of auto racing. Leading this company’s corporate hospitality in addition to my full-time sales and marketing job in North America, I attended 15 IMSA races in 2015, one Formula 1 race, and a NASCAR race. I got to know the series leadership, drivers, teams, and fans. I even hosted a private dinner for Formula 1’s Nico Hulkenberg the Thursday night before the US Grand Prix. Three and a half hours with Nico, Mika - his trainer, and five other guests discussing racing. It was awesome!



(I’m on the left) – LOL!

I also realized I missed my calling in life – I should have been a race car driver. My first hot lap around Sebring and another at Circuit of the America’s had me hooked. Four hours on Porsche’s private test track driving six different Porsche race cars with a professional instructor at my side made it worse. If only my parents would had guided me differently in my youth just maybe I could have been a Formula 1 driver. Possibly, world champion standing on top of the podium just as Schumacher, Senna, Alesi, Mansell, or Prost all did.

I do love what I do. But, as I reflect on my career in marketing and sales and my passion, I realize the direct correlation to auto racing. Formula 1 is, in my opinion, the pinnacle of auto racing -- he teams, cars, drivers, and technology. Marketing and sales can be compared to a Formula 1 team and the cars. So, in a sense, I am living life through racing. And I would estimate that I have gone from being the race car driver to team executive so to speak.

A Formula 1 team doesn’t just arrive at a track and race. Their leadership begins by developing a strategy, plan, and building budgets. The organizational structure must be set and optimized. The right people identified and hired including designers, engineers, mechanics, drivers, and pit crews. All must work together to build and race the car. In marketing and sales, we must design a strategy, provide cost



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justification and objectives, build teams, and manage the process so everything works together seamlessly. When something doesn't work or breaks just like in auto racing, we fix it and try again. We continue until we get it right and win.

We also look at the digital tools available for marketing such as Salesforce, HubSpot, Constant Contact and many others. Like a race car, each component serves a purpose. It isn't until they are combined that they are optimized. And, as we have grown from manual shifting to semi-automatic race cars, we must adapt and embrace new technologies. It allows us to proceed faster just as a race car must operate more safely while being pushed to accomplish more. Technology can be compared with the transition from old materials such as steel or aluminum to modern ones including carbon fiber and titanium. These provide a stronger foundation for which the other components described above can work together as one.

Finally, the Formula 1 team must work in unison to prepare the car, maintain it, service it during pit stops, and hopefully win the race. Marketing and sales teams face the same opportunities – working together to build the pieces and relationships to meet and exceed objectives.

In marketing and sales just as in auto racing, all the people, tools, and parts must work together. It has been my honor to build high-quality top-level sales and marketing teams throughout my career just as winning Formula 1 teams have done. Through Scuderia Partners, I am leading teams, strategy, and tactics to help businesses grow. So, let's start our engines, drop the green flag, let the business race begin, and proceed to come in first at the checkered flag.

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.