

## **Marketing and Sales Are Like Photography – It's All In The Details**

By Joel Pekay

Thank you for the positive feedback about my recent article titled "[Marketing and Sales Are Like Auto Racing](#)". In the article, I compared how auto racing is very similar to the marketing and sales process. While we begin with processes, ultimately, we must look at the details to ensure success.

A second lifelong passion of mine is photography. From the time I was a toddler, I loved cameras, the technology, and simply taking pictures. I saved and purchased my first SLR when I turned 13. Since then, I have owned many cameras and taken too many pictures to count. In fact, I have driven my wife and kids crazy taking pictures of them.



During an IMSA race at the Sebring racetrack in Florida, my company hired two professional photographers, Mike and Scott, to capture images for use in future marketing efforts. I spent an entire day shadowing Scott, observing his approach, watching him take pictures, and learning more and more about professional photography.

Let me share some background first. Scott spent over 20 years working with NASCAR teams starting in the pit crew and finishing as chief mechanic. Although photography was a hobby for him, he soon decided to transition it into a career and became an official motorsports photographer using his in-depth knowledge to capture some of the most amazing pictures I have ever seen.

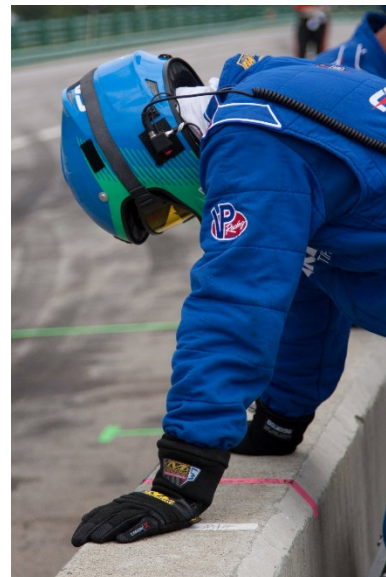
As I shadowed Scott, we spoke. He explained the right angles for taking a picture, lighting, and optimal locations on the track. Sometimes it is just being at the right spot at the right time. Just as we develop a marketing and sales plan, we begin our discussion with strategy and planning for the images we wanted to capture. We identify the subjects and types of images we want to capture for future use based on specific marketing objectives.

We then created a plan and timeline to ensure we were in the right location at the right time. We were prepared to capture the picture(s) by verifying all tools were setup correctly. After checking the lighting and backgrounds, the details to prepare included setting the shutter speed, ISO, auto focus, metering, exposure, and white balance. Only then were we ready to shoot an image.



(Just before a hot lap at Sebring – camera bag on my shoulder)

After taking the pictures, processing begins. We view each image, adjust the images digitally, select images we can utilize, publish the images to a shared location, and prepare for the next photo shoot.



(The details say it all)

As the saying goes “the devil is in the details”. Whether photography, auto racing, marketing, or sales, we must look at the strategy and then develop plans and tactics. We can view things at a holistic level but always must delve into details to bring ideas or concepts to reality and drive success.



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### **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.