

NEED FOR A PROFESSIONAL SALES STAFF

(Advice to a new/struggling entrepreneur)

Can you honestly look at yourself in the mirror and say you can produce at least, a minimum, million dollars of sales revenue to pay you a minimum \$100K a year salary. If not, you will need to attract, hire, manage, and retain a sales force. Especially if you have spent the better part of your professional career behind a desk, pc, lab, etc.

And you think you can produce a million dollar revenue stream without any formalize sales training or sales skill development. You need to immediately start selling your way to fortune and fame. However, battle hardened gatekeepers, shrewd corporate/government buyers and procurement executives, C level managers; in addition (some, but certainly not all), cash strapped/greedy/cash-flow driven, my-way-or-the-highway owner/operators of small businesses may test you preconceived notions of your untested sales skills. OOPS! I forgot about the fickle, fad driven (Can-I-get-the-HOOK-UP) consumer buyer.