

**Chapter 15 Closing the Sale  
Career Chatroom Career Profile**

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**Q What do you do at work?**

**A** I work with small business owners to take control of increasing their bottom line. I teach them key marketing fundamentals using plain language and at a measured pace through marketing workshops, coaching, and even consulting. This approach allows business owners who are not familiar with all the new marketing terms and technology to truly understand how today's marketing tools can be used to attract new customers. My key objective is for my clients to take away the marketing knowledge they need in order to make decisions independently and effectively sell their product.

**Q What was your first job in marketing?**

**A** I started out as a management consultant working for Accenture. My projects mainly focused on improving my clients' relationships with their customers. For example, I worked on projects where I had to analyze customer data and identify different customer segments. Other projects would focus on how to most effectively "onboard" a customer once they bought a service and how to effectively cross-sell as well as up-sell during this process.

**Q What skills are most important to you?**

**A** Analytical thinking—being very detail-oriented and comfortable with number crunching. Conceptual thinking—not getting overwhelmed by all the details and unknowns and being able to put together a high level conceptual framework. Emotional intelligence—being able to listen and adapt to your clients different personalities and needs in order to deliver high quality service.

**Q What is your key to success?**

**A** It helps to have a great education, the right professional experiences, and to learn from your mistakes. Beyond that, the key to my success was to always follow my instincts, believe in myself, and have endurance. You have to believe in your dreams and go for it.