

When I was invited to participate in my company's training session with Communications Edge and Jeff Molander, I was both flattered and a bit apprehensive. "They think I'm worth the investment!" "Wait, is it that I really need the help?" What I found was that both were mostly true, but neither were relevant. Instead, the main take away for me was that my entire view of the sales process needed to be reset. That has begun. Now, I want to learn even more.

At the end of our training course, I was pitching a deal to a prospect in San Diego, a tech company that was sold on what we provide but wasn't yet sold on using us vs. one of our competitors. During one video call, I decided to try a tactic I had learned from Jeff: treat the client as an equal. Talk to them business owner to business owner. It worked! He had originally said he was going to make a decision sometime in January. Instead, he called me on a Saturday in December and the deal was done before the new year. It was the biggest deal I've closed yet.

If I can have that kind of success with just one tactic, what else can I learn?! Granted it was a tactic that went against all of my instincts, so I know there is still a steep learning curve ahead, but now I know, firsthand, that this WORKS!

Closing just a handful more deals like that one would be transformative for my family. We could afford a larger home here in coastal Los Angeles – a yard for my boys to run around in, an in-home laundry room for my wife (who has been our primary breadwinner for many years now, as I build my business,) maybe a larger kitchen for me to indulge my cooking hobby more . . . I want all of that and more for my family.

Having more success, closing more deals, would also validate the . . . "colorful" career path I've had to date. I've had some very interesting jobs across numerous industries but lacking a common thread other than "selling" and "international." Now, I sell consulting services for a UK based firm into various industries – a perfect match for my experience! It would mean a lot to me to be able to attend alumni functions and hold my head high knowing that I sell real solutions to all kinds of clients that help them achieve real results. This is all very selfish, and ego driven, and I don't care. It would feel great.

What does all of this mean for the Spark Selling community? Well, one of those numerous experiences I have is that of a teacher. I not only love to learn but love to share and coach others on what I've learned. I've had great successes and spectacular failures in my career, and some great stories to back it up. I know how to relate my experience and knowledge to help others understand what is being taught, and I'm very much looking forward to doing that as part of the Spark Selling Academy community.

JG