

I have worked with Jeff and Jed and been a member of Spark Selling Academy at various times over the past 4-5 years. I am in complete alignment with the principles taught in the Academy, that first contact should be to elicit a response, not try and build value or a relationship in your first message. I will be the first to admit that I haven't been as successful as other members in sparking conversations, and thus have gone on to try other methods of outreach. The one thing that sticks out to me is that most methods do try to convey value or personalization in their outreach in order to build a relationship. And that too has not been a success for me and goes against this feeling I have that this is just more Blah, Blah, Blah!

I believe if I can crack the one-to-one method as opposed to the one to many method, I would be more successful. The challenge I have found or keep telling myself is that the companies I pursue, SMB with gross revenues under \$150MM don't have the information I need online to give insights about the company I can use to Spark a conversation, so I always use what I perceive to be issues for them. Maybe being part of a group will expose me to more ideas that I can use to improve my messaging. This is one reason I am applying for a scholarship.

I have been in my industry for 44 years, and with a son as a Sophomore in USC, who is planning on law school, don't see myself retiring any time soon. This means I have to find a way to get more conversations started, because when I start conversations, I am usually successful at creating a working relationship. I am committed to what I do and my process of helping companies use logistics to add profit and create a better experience for their customers. This is what keeps me going even though I sometimes don't bring on new clients for months at a time. Deep down in my gut, I know I should be able to generate 4-8 conversations a month. If Spark Academy can help me do this, I not only would be helping more companies grow their business, but I can finally get out of more than 6 figures in debt that I have accumulated keeping my business going and create some financial freedom that as an entrepreneur has eluded me.

I believe I could bring value to the community, not only through the success I will have, but also through my years of experience in business as a business owner and someone who is out there selling one to one as well.