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Working from Home- The Secret to Success

If you are working in the production department, or are an estimator, you eventually become an expert, not only in the general field of printing, but also in the workings of your company. So this prepares you for the opportunity to go into sales, right?

Only partially. Personality comes into play at this point, and I am not referring to how outgoing you are, because on the scale of gregariousness, successful sales reps can be found at nearly every point on the introvert/extrovert scale. More important is a basic ability to get along with people, but there are a couple of other personality traits shared by all successful print reps.

In my experience, from both my days selling print and managing printing sales, as well as working closely with sales reps over the many years I have been teaching them how to use JOBZ!, one trait that all successful print reps have in common is the ability to tolerate the risk of failure. Trading the security of a salary for the uncertainty of living on sales commissions is risky business.

Not only must you have the ability to tolerate the prospect of failing at being a sales rep, you must have the ability to tolerate failure itself, for you will surely not land every account you call on, or every job you quote.

And as soon as you try to see a potential customer, you are on your own, no matter how well you know the company, the equipment and the people who make it work. It is up to you, and you alone, to make those phone calls, get those appointments, and decide what it will take to bring in a customer.

And once you do bring in a customer, you are the one person the customer will count on to get the job done right, on time and on budget.

So, assuming that you can get along with people, and can tolerate the risk of failure, and failure itself, the ability to work on your own is the remaining essential characteristic of a successful sales rep. Which brings me to the point of this essay- working from home.

With JOBZ! on a server, located in your server room, or on a cloud server, the sales rep can essentially conduct all their business from any location with a connection to that server, including the sales rep's own home. This includes working the contact database, writing up jobs, sending proposals and entering orders. The efficiency of this should not be underestimated. With traffic as bad as it is in nearly every metropolitan area, a huge amount of time can be saved by scheduling customer visits to avoid the worst traffic jams, and eliminating trips to the plant whose only purpose is to turn in paperwork. Also, since the sales rep's coworkers and manager can collaborate in the same database, the location of the sales rep is simply immaterial.

Not only does this free up valuable sales time, but it allows you to consider hiring sales reps who are not even in your plant's geographic area. Previously, opening a remote sales office was an expensive proposition. No longer- for the the cost of an Internet connection and a laptop, you can have representation in any part of the country you want.

JOBZ! is the secret to giving these independent types who sell your company's product the true independence they need to succeed.