

## Where I Work

### Sales consultant emphasizes 'building great businesses'

By PATRICIA V. RIVERA Special Contributor / The Dallas Morning News

**Name:** Debbie Mrazek

**Company:** The Sales Company ([www.the-sales-company.com](http://www.the-sales-company.com))

**Age:** 49

**Location:** Plano

**Title:** President

**Job description:** "Helping companies accelerate sales growth and increase revenue by implementing proven sales processes and more effectively managing their sales organizations."

**My typical day:** "As a sales consultant, I work with sole proprietors and large companies alike. A typical day may include one-on-one sales coaching with salespeople, as well as working with VPs or a president to establish a sales program for a corporation."



Debbie Mrazek

"Working with the Dallas business community is extremely important, and on any given day you will find me attending the many events held by and for our businesses. ... I've co-chaired and hosted Tech Titans the last three years, in addition to speaking at various organizations' luncheons and conferences."

**What drew me here:** "From beginning at Texas Instruments to working through the initial trend of companies turning to a manufacturer's rep model, I've always loved sales. I love the art and science of sales. The only thing I enjoy more than sales is people."

"When it became apparent that I really understood how sales and business processes come together for a winning combination, I decided to strike out on my own. Sales consulting is about building great businesses. Often, sales may not be the problem, but because my goal is to help businesses prosper, we work on the issue at hand, putting the company in contact with the resources needed."

**Where I fit on the ladder:** "On the ladder of corporate America, there are presidents and owners, VPs and other various levels. As a person working with these professionals and companies, I would say I'm on the ladder working right along beside them. As a leader in my field, I've climbed many ladders more than once."

**How I am compensated:** "Corporate clients pay a program fee for a specific sales or diversity program. Corporate clients may also pay a retainer fee for our Rent-A-Sales-Manager program. Coaching clients pay a monthly retainer based on the number of coaching sessions in a month. Ambassador program

clients pay a percentage of revenue generated from referrals. And finally, corporations and organizations pay a day rate for speaking engagements."

**What I wear to work:** "I match my attire to our clients' attire."

**Advice to someone who wants to enter my field:** "I would suggest you be certain that you can be passionate about what you do. Next, I would recommend truly understanding how you are different from others who offer sales consulting. Pick a type of client you love to work with and target that market."

*Patricia V. Rivera*

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