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Two minutes with

Debbie Mrazek, The Sales Co.

Glenda Vosburgh

Mrazek is principal and president of The Sales Co., a Plano-based, privately held sales consulting company. She was interviewed by Assistant Managing Editor Glenda Vosburgh.

Q: What is the biggest misconception you see surrounding sales?

A: That sales is a function of the sales organization. Sales touches every facet of a business from accounting and human resources all the way to manufacturing. There are many variables within a company that could affect sales that have nothing to do with the actual sales organization. It helps to look at sales from a business-centric approach.

Q: What is the one thing that businesses can do to improve their sales?

A: Commit to working on their sales in a systematic, methodical manner. By committing to doing the necessary tasks every day and every week, we find that a company's monthly, quarterly and annual goals take care of themselves. It's difficult to look at the numbers at the end of a quarter and go back and do the daily work that was missed.

Q: I hear that you hate sales; is that true?

A: Yes, that is true. But true selling has nothing to do with sales. No one wants to be sold. We want solutions to our problems, and we want to know that the person providing those solutions really cares about solving our problems. There's a distinct difference between selling a solution and providing the right solution.

Vosburgh is assistant managing editor at the Dallas Business Journal. Contact her at gvosburgh@bizjournals.com.