



Everyone Sells!

PHOTO BY PHIL MUMFORD

How do you create a culture where everyone contributes to growing your business?

Peter Svenneby is an evangelist, but you won't find him in the pulpit.

He spends his days converting employees whose job descriptions don't include the word "sales" into a powerful sales force for their company. From CEO to receptionist, everyone in a company is a sales person, according to Svenneby.

His personal conversion from engineer to sales pro fueled a passion for a new mission: to help entire organizations become aware of selling their company and its products, and as a result, increase revenue.

"I was a product engineer for a software firm traveling around the world with the sales guys," Svenneby recalled. "I was there to answer technical questions. I liked the expense account dinners and golf days." When the sales rep job opened up, Svenneby asked for and got the position. "I thought, 'How hard can this be?'"

Svenneby got his answer in the school of hard knocks over the next year. Thanks to raw persistence and a boss who kept the pressure on, the rookie was a leader in meeting company quotas, but paid the price with sleep deprivation and poor health. "I learned I didn't know what I didn't know. I went from thinking 'I've bit off more than I can chew,' to 'If I am going to do this, I'd better figure out a better way.'"

Since taking his first sales job, the engineer-turned-sales guru has indeed learned a few tricks, invested in some mentored training and built an enviable track record. In 1998 he established Svenneby Corporation.

His niche in sales training --- technical people and executives --- came naturally. Svenneby is a rare sort of fellow: Educated as an engineer, he can talk tech and sales technique with a company's engineers, and strategy in the board room with the leadership team.

"Every interaction is a sales transaction."

Any sales trainer can preach to the sales team (and he does), but Svenneby figures those folks already have had the most training. "I want to reach the management and technical people who know they don't know about sales. I was that person," Svenneby says.

A workshop series consisting of four 3-hour seminars addresses topics such as listening, questioning, closing, and selling process, as well as the subtleties of engaging with others, attitude, rapport and relationships. Svenneby Corporation also creates custom workshops for clients and offers individual training.

Clients who themselves have gained customer relations experience over the span of their career appreciate the way Svenneby connects the dots. "The RELATE Selling material takes the sales wisdom I've learned through many years of difficult 'at-bats' and teaches it in a few seminar hours. It has been a powerful tool to equip our technical leaders with a deep understanding of the sales dynamics that take place every day with our customers," says Ron Voigt, Business Line Executive for Delphi Steering Systems.

A fundamental lesson everyone learns is, "Every interaction is a sales transaction" --- one of Svenneby's True North statements, memorable sales principles that provoke thought and action. Another expression he uses also reveals his underlying philosophy: "Entire Companies must sell --- not just sales teams."

Bottom line, Svenneby Corporation can help a company dramatically increase its sales capability, even in a challenging economy... and without adding a single person. As a result, sales can soar. Now that's a pretty decent outcome from some enlightened engineers.



Svenneby
CORPORATION

www.svenneby.com