

[ SELLINGSKILLS ]

# Performer profile: Jessica Figueira, Rainmaker at Databuild

## HOW DOES JESS STAY MOTIVATED?

"I do a lot of practical and theoretical things in my personal life that positively influence my work. I studied philosophy, I read a lot of literature, material that adds value to my inner growth, my relationship with the world and people around me. I practice meditation, which helps to keep me in the present moment. I find it very helpful in keeping me focused when I'm out there being Databuild's rainmaker."

"Unbelievably, there are people who are still doing fairly well business wise, who don't see the need for access to new customers or information that could drive new business. They feel that they are doing just fine," she says.

## WHAT IS YOUR PLAN TO OVERCOME THIS?

"I don't put all my eggs into one basket, and I know that although a person may not 'need' our services right now, they may need them later. I'll follow up with them again in the next quarter."

## HAVE YOU BEEN AFFECTED BY THE SO-CALLED RECESSION?

"In a time like this, there is increased demand for our services

Jess, as she likes to be called, has been with Databuild for just over two-and-a-half years. She's a rainmaker in the company's sales department, which means she drives new business. She's good at it too. Her sales have grown exponentially throughout her career, as she doubles and trebles her numbers.

## WHAT IS THE GREATEST SALES CHALLENGE YOU ARE CURRENTLY FACING?

Since Jess sells a service that is targeted at information sharing and relationship building, part of the sale is about showing value in these two areas.

– for business leads and more information about prospective clients, which has kept us very busy. So busy in fact that we've instituted Pit bosses to help the top rainmakers cope. They manage our diary, they book appointments with clients, they generally help manage our sales jobs".

## WHAT IS THE HARDEST PART OF YOUR JOB?

"Setting up appointments can be difficult. Firstly it's getting hold of the decision maker to try and book a meeting, and then it's the availability of the person on the day that can alter my plans (and then I have to contend with traffic). Since I'm involved in the building industry, decision makers get called out to site, there are always emergencies that they have to juggle with their office hours. That can be very challenging."

## DO YOU HAVE A PLAN THAT YOU USE TO MANAGE YOUR DAY?

"My pit boss, Natasha Singh, is my sales life saver. She manages my weekly calendar – she organises appointments, manages my diary and basically assists me with all the fine tuning necessary to make sure I hit the road running.

Generally I'm booked up for four days of the week – Monday to Thursday – out on the road doing business, and usually on Friday I'm in the office doing admin and follow ups. While I try to stay flexible for customers, I find it helps to use Web Leads Pro to manage my pipeline and customer contacts." □

