

Achieve Global

About Us:

At AchieveGlobal, we help organizations with both the cost and the revenue side. The Cost side is driven by the need for increasing efficiencies in processes and resource utilization. AchieveGlobal helps companies build a more efficient workforce, reducing the broader cost of doing business. The Revenue side of the business is built through innovation, customer relationships, reputation, and the organization's ability to think, lead, sell and service. We help to make your human capital – the people who build your reputation and your relationships – more productive.

I was fortunate to connect with Dan as he was actually a trainer for our team. I reached out to him to see if I could pick his brain about his experiences, so we can share it with our community. Dan Riley was a Custom Design Project Manager for Achieve Global and he's currently retired. He served in the Coast Guard and attended Ports Security School. While in the Coast Guard, Dan designed courses to help veterans advance in their career. For his transition, his mentor was Anton Fitz and Dan's next career goal was to work in corporate training. He started with a staffing company that made billion of dollars in business. He helped train their sales force teams in customer management. While doing this job, he was headhunted by Chief Global where they custom design trainings. When he joined Chief Global, they acquired Learning International, a customer service company and it broke into 3 entities that Dan worked for called [Achieve Global](#). They were looking for project managers to interact with their customers and customize it for their clients. One of his major projects was to customize training for the Army Cadet program and the Air Force Officer training program that eventually his customized training was incorporated to all enlisted services.

Date of Interview: June 6, 2019

What is it like to work at your company? (Please paint a picture of the company culture.)

(Dan) When I worked at Achieve Global, it was the toughest sales jobs, recruiting, convincing people to get into a job. I helped them understand the training products that I sold. I worked alongside the Account Executive who did the direct sales to customers and as the Custom Project Manager, I would customize training programs based on their specific needs.

What does a typical day or "battle rhythm" look like?

(Dan) Day in life of my job was that I would talk to an Account Executive to help with a customer, like SAP. I developed a leadership course for their SAP university and help the account executive on how to customize their needs. I work with the Account Executive as though I'm working on their team. I would pitch on how they would customize the project and develop their training guides.

I got a salary but I had to make sure I helped the Account Executive get the sale so I can continue to work as a Custom Project Manager and keep my salary.

The beauty about it was I had to sell, be collaborative, ask open questions, and do relationship building. It was an intangible product that could help contribute to corporate goals. Do it the Achieve Global way – this is how you sell properly.

There's a fear that Sales comes with heavy prospecting that veterans/military spouses may not have the network or know-how. How are customers or clients attracted to the company's services or products?

(Dan) Depends on the organization. They would have to understand [Glengarry Glen Ross situation](#).

(Interviewer - Jamie) What is [Glengarry Ross](#)?

(Dan) It's a movie with Al Pacino and an incredible cast of stars. It's based on the play by David Mamet. You should watch it when you can, but it shows different levels of sales people, new to senior on selling timeshares or real estate. It's a great example of not the best top-down structure where everyone is competing with each other and "stealing" leads from one another. It's important how people can use their time most efficiently and have the best prospecting – it's a part of understanding. For veterans (either doing online research or during the interview), find out how they get the leads and how do they help the sales team develop a prospecting model. Find out what is the company's corporate culture.

Customers who had some models of sales. They were pushed to ask more questions and outbound telephone sales would rely on the same old metrics, like measuring the average time per call will go up, the average time on a call, and escalated calls.

The organization didn't do a good job of aligning their product knowledge. It's a "show up and throw up" situation where you talk about the features but never talk to them about what the customer really wants. You can't talk before knowing their needs.

We call it an "alligator trap" – someone with small ears and a big mouth, but you need big ears and small mouth. You talk when needed.

What is rewarding about being in Sales?

(Dan) Helping people and building a relationship with the client. I ask open questions to find out what their issues and how we can help.

How does the compensation structure look like? Is it just a base pay plus commission or commission only?

(Dan) For general companies, it's the base pay and expects in 6 months-1 year to pure commission. You are only as good as your last year. No business expects its sales to be flat. They expect their team to sell more each year. It's a given that you will grow. Few jobs will have a base pay – most organizations will expect you to work on commission and your quota will go up. Ask those questions to people who are there and ask about their compensation model – it's important on how you go up in an organization.

There are fields that do have a "turn them and burn them" kind of structure, and you can see it with pharma industries. You need to have energy and meet doctors (which is hard to get face time with decision makers). You're expected to start producing your quota within a timeframe. Understand the time investment. Perceptions can be a tough way to make a living with an organization with a good sales model.

What are some misunderstandings about Sales?

(Dan) Misunderstandings can be that it's hard to make a living.

Veterans and Military Spouses may not realize they have the qualities to do Sales Professions, why do you think they are ideal candidates?

(Dan) Any role at all in recruiting – that’s the toughest job in the world. You have interaction with different services and work with different organizations to support those business outcomes. It affects the entire performance.

Think about how to translate training and how it supported the mission of their branch. You had to change the performance of the people to meet the mission. It’s just like selling. You have to help change and achieve business outcomes. Whatever the product is, you’re selling them something tangible and you have to learn how to expand that sale. The goal is to ask about the project versus focusing on the specific features of the technology. You can do this by building that relationship and not just to sell what they’re looking for. Let’s say you’re an expert in construction, you would be natural at providing feedback on a customer’s project because of your expertise and then share recommendations for services or products that your company offers.

Are there any last words you would like to share for our veterans and military spouses?

(Dan) There is a difference in relationship building when it comes to tangible and intangible sales. Tangibles are actual products that you can touch it. With those products, they might have intangible features like warranties. Intangibles are services. A good example is insurance sales. Insurance only happens when it’s a disaster. As a salesperson, you have to ask yourself “did I sell you enough in insurance that it protected the customer” and it was worth the customer spending the extra money? When that disaster happens, does your customer feel like you did what you can to protect them with the best insurance services? Intangible is more educational and informing benefits/opportunities than tangible products.

Be confident in your abilities. I had to customize a 6-month training for Disaster Planning for the city and local agencies to prepare for a disaster drill. At the time, the last time I did disaster planning was 15 years ago. It wasn’t the length of time of my past experience but the better question to ask yourself, do you believe you can do it tomorrow? If that’s a yes, you can do it.

A great website for free training is Businessballs <https://www.businessballs.com>