

In Memory Of A Mentor Who Made A Lasting Impression

Whether you have been in the Computer Industry for 1 year or 10 years, we can all fondly think of the person that brought us into the business, explained in detail how the process worked, taught us how to get started and took the time to teach us the ropes as well as survive in the Sales world. It is with adoration that we explore this relationship and take a moment to pause, to reflect and to praise a colleague that touched all of us and gave meaning and direction to the toughness of computer sales.

No one ever said it would be easy! The first year of your career and the learning curve is just that -so much information to absorb, learning the sales pitch (once you've figured out what your employer sells!), learning the customer as well as attaining the company sales goal. It is "The Sales Guy" that sits you down, explains at length until you understand. Many late evenings and weekends are spent reviewing the information and role playing until you have reached the comfort level and can comfortably close the sale without nervousness. You are well on your way to a successful career and you know that you couldn't have done it without this guidance. Do we ever forget the person that devoted their time to help us understand? How does one explain a mentor?

Growing pains and quotas become the norm for all in the Sales game. As your comfort level increases so do the sales quotas. The responsibility of the Sales manager is to motivate the employees to reach and exceed sales quotas. Can it be done with humor and fun without creating animosity towards our co-workers? With 2 (two) business days in the month left, the countdown has begun and the pressure is mounting to attain the quarterly goals. The buzz in the corporate office directs your attention to the Sales Manager that is creating a ruckus..... All Sales Associates are directed toward the procession coming down the hall. Can it really be a coffin that he is wheeling in? He exclaims that this will be his new office should the Sales team not attain their quota! What a motivator, point well made and the quota was exceeded for the quarter!

How does one explain adoration, respect and willingness to please a height challenged, introverted and unconventional Vice President of Sales? This executive constantly lost his keys, had no desire to attend board meetings, avoided company protocol, lacked an executive assistant and yet had the ability to touch all. It is with pride that those who started out as entry level sales associates under his direction and now hold high level executive positions in the industry can thank him for his patience, desire to teach, his sense of humor and that he was the reason for their success. He left a mark on all of our personalities and never wanted anything in return but the promise of giving 100 percent. You see, he never set out to change the world, he became a true friend to everyone while living the life of "The Sales Guy".

It was on December 15, 1997 that we all suffered the loss of one dynamic manager and about whom we write this article. The mentor that taught us how to sell with a passion

and how to look at the process as a challenge. It was always the game of fun and that no obstacle was too big to overcome. Egos had no place in this corporation and success was shared by all. Keith Fine is "The Sales Guy" that touched our lives, made us laugh at ourselves but always made the quota. Perhaps we never told you but we thank you Keith, for the time you spent with us, for all that you taught us and for being that very special friend that believed that we could do it. We' ll miss you and we will think about you every time we pick up the phone to make "one more phone call".