

**Chapter 13 Beginning the Sales Process
Career Chatroom Career Profile**

Tom Petro

**Senior Director of Corporate Communications & Marketing,
J.D. Power and Associates**

Q What do you do at work?

A J.D. Power and Associates is a global marketing information company. We measure customer satisfaction, and provide data and services to businesses in several industries. In my position, I manage a staff of 16 people and am responsible for all direct marketing activities for the company. This includes developing and maintaining our Web site, email marketing, marketing literature, and videos that provide an overview of the company's services. I support our internal businesses in selling information, products, and services through various marketing efforts and sales tools. Additionally, my department manages meetings and conferences, including the company's four annual conferences.

Q What was your first job in marketing?

A I started as a marketing coordinator for a training and communications company. It was an entry-level job. I always really liked marketing and had gone to school for it. At one point in my career, I became involved in the technical end of the business, but migrated back to marketing and selling large training programs before coming to J.D. Power.

Q What skills are most important to you?

A I consider two basic skills very important: knowing how to navigate in a working office environment, and being resourceful. Yes, be proficient in [computer programs like] Word[®], Excel[®], and PowerPoint[®], but that won't matter if you have no experience in the work place. Internships in a working office will give you that experience.

Q What is your key to success?

A Most importantly, be proactive. Look for problems to solve. Always look at the next level to try and make things better. Think of ideas that will increase sales and revenue for your company. Also, dial in to your company's strategy and see how your ideas fit into the company. Remember that marketing is a fast-moving field.