

Barb Girson, My Sales Tactics

By Jessica Luther

Barb Girson has been a go-getter from a very young age; she excelled at school and loved learning new things. She also managed to take tragedy and turn it into something positive: at age nine, Barb's father passed away in their home. She said dealing with such an adult experience at such a young age pushed her to be successful.

"My drive when I was younger came from wanting to make my father proud of me," she said. "He is really the one who passed on a love of learning."

In January 2009, she launched My Sales Tactics, creating the marketing and branding strategy to put into practice what she teaches. She helps corporate clients build their sales teams by designing and delivering custom sales training programs. She also offers executive coaching, public speaking and runs teleclasses for entrepreneurs to help improve their business skills and gain confidence. Barb has received the Constant Contact All Star Award in 2009 for her email marketing best practices, and offering resources such as Strategies that STICK Ezine™ to her clients.

"I wanted to be a journalist when I first attended college," she recalled. "I've always been fascinated by communication and came to realize how important it is in business and sales."

Barb attended Penn State for two years before graduating from the University of Pittsburgh summa cum laude in education. She went on to teach business and sales at the high school level, lending her expertise to help her students succeed. During this time she first attended and eventually held a Tupperware party.

"The representative told me she thought I would be good at it, and politely pursued me for months to work for them," Barb recalled.

Barb began selling Tupperware part-time while teaching full-time; this progressed into a full-time Tupperware position and Barb became number two in sales in the nation for the company. When the top managers were offered a distributorship, Barb took the challenge building a multi-million dollar business which sustained her family solely for the next 11 years.

"Even the most successful entrepreneurs experience discomfort when it comes time to sell their services. Because my success did not come without struggle, I can easily relate and help them get over this awkwardness," she said. "Sales is about building strong relationships and matching what you have with the needs of others."

When she was ready for a change, Barb decided to take her field experience to corporate America. She earned high-level senior positions with global companies, eventually reaching her corporate peak, where she was tapped to develop a new distribution channel for a multi-channel retailer. When a new CEO took over in April 2008, he decided they didn't have the time or resources for the project and Barb fell into a sweep of corporate downsizing. Here again, she turned tragedy into triumph.

While interviewing for other corporate positions, Barb began to reevaluate what she wanted from a job. She no longer would allow a boardroom decision to control her fate; she realized once again that in the face of adversity, we still have the ability to make choices. She chose to start her own business.

"I felt the entrepreneurial calling," she described. "I was scared, but knew I wanted to throw my

anchor into the water and work for myself."

With My Sales Tactics, she helps companies, ranging from the CEO to sales representative, enhance their ability to sell and acquire their own style and system for success. She not only helps to diagnose and plan what her clients need, but also teaches them to have fun with sales. Looking back, Barb has kept that spark of creativity and the desire to keep learning a part of her business.

"I launched a successful business in the worst economy, and I did it by helping others grow their own businesses," she said. "I decided long ago what was important was to love what you do and keep having fun."

If you found this story interesting, informative or inspiring please let Barb know! You may contact My Sales Tactics at 614-855-0446 or 614-561-0632, email barb@MySalesTactics.com or visit her website at www.MySalesTactics.com.



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