**Beginning slide:**

* ...there is no typical day; you will never have the same day twice.
* …we offer specialization knowledge - we are sales force special guns.
* …doing a lot of presentations…you are bringing the deep level of knowledge of the list and all technologies that come with it.
* ...it is sitting quietly at your computer, completely, deeply involved into a spreadsheet so that you can make data-driven decisions all the way to being the public face of Pearson and everything in-between.
* ...it is the thrill of the next opportunity and our team is so amazing.

Share a skill that was most relevant for your career success and becoming a Field Marketer.

* Responsiveness…customers need to know that customer service is important to *you*. It is not just about getting a square peg into the round hole to get the sale right at that moment. It is about developing a relationship over time and you being there to support it.
* ...constant work ethic and never wanting to say "no" to opportunities.
* Excellent communication skills: verbal and written. Ability to tailor communication to the audience and make it clear and simple.

What advice would you have for someone new to the FM role?

* ...be the advocate for the rep, professor, student...when it comes to allocating time, money, and resources, you are the voice from the trenches...make sure that you have a constant flow of communication so that your team (editors, efficacy, etc.) can make the best informed decisions.
* ...talk to your peers. There is such a fantastic pool of knowledge, creativity, experience, willingness to help...it is instrumental part of hitting the ground running.
* ...you work for the reps and not the other way around...create tools that sales reps find easy to use and help them tell a story.
* ...the common thread in everything you do is finding a way to help customers connect to what makes our products special, what makes them a superior teaching and learning experience.

What personal characteristics make you successful?

* ...you have to have a lot of organizational skills because multitasking in Field Marketing is to the tenth degree.
* Sense of humor. People remember how they felt while having a conversation. And if they felt you are knowledgeable and also a fun person to work with they’ll keep coming back with questions, for help, or brainstorming...and that is how good relationships are built.

What do you wish you would have known when you first started in this role?

* Life on the road...can drain you physically, emotionally, and intellectually. You have to force yourself to take time off for yourself...You really need to learn to turn it [computer, phone] off because you need time to re-charge.
* This job is so varied. It is not just rep training, not just product information, not just working with authors, or students. It is little bit of a whole lot of really fun things!

What new skills have you learned that you didn't use while you were in field sales?

* ...there are times you find yourself on the spot, suddenly having audience and they want to hear about a new product or new technology...being able to give a compelling, interesting, factually-accurate and, hopefully, humorous presentation about pretty much anything people are going to throw at you is the skill to be honed.
* Foster our team comradery and manage different personalities to be effective as one team.
* Develop people reading skills so that you know how to frame your discussion...learn, adapt, and adjust to the territory and its people.

What resources, tools or relationships that have had the most impact on your career.

* WebEx: using technology that is more personal than a phone pulls you together.

Synch: sharing information with professors and getting the metrics back about how they interacted with it helps make inferences about their priorities.

* The peer-to-peer learning had the most impact.

Is there anything you wished you had done to prepare for this job while you were still in your prior role?

* There is a training function in this job: you are modeling behavior not only about your list/product knowledge but also about how to conduct an interview and assess needs of a professor and a student.
* Accept any work-trip invites you get because the more people you work with the better rep you will be. Pull the best of the best of every one.