

Weekly Newspaper of the Year

# Croydon Advertiser

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# Business

## The job

### Andy Szebeni

A&P Training  
226 High Street  
Croydon



#### What do you do?

I teach people from medium-sized companies to sell over the telephone and I organise appointment setting – turning cold calls into sales leads.

#### Why do you do it?

I used to sell telephone systems, but I prefer to work with people rather than things – they are less inclined to break.

#### What is your favourite aspect of the job?

I love being thanked for doing a good job, which I'm pleased to say happens quite a lot. When I sold telephone systems people only contacted me when things went wrong.

#### What is your least favourite aspect?

I hate having to talk down unrealistic expectations, but it's better to be honest at the outset than to incur a client's disappointment later.

#### What else might you have done?

I would like to be a motivational speaker – I want to be able to touch business people's emotions in all the right places. But I need to be a success at something else first.

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