

## CAREER SPOTLIGHT

# Sales director takes an analytical approach

BY CINDY KENT  
Staff writer

**Who:** Eric Saenz earned his degree in biological sciences and worked for a distributor of life-science products. Now he is sales director for boutique condominiums in Deerfield Beach — The Fordham and The Elysian, by real estate developer Group P6. Saenz says his education actually prepared him for this role. Any scientist will talk about the sheer amount of research that goes into studies, and having a background in the sciences has taught Saenz to be analytical in his approach to business. In addition, he loves sales and his new role as a brand ambassador, he says.

**Why:** Sales is a natural forte for me. Coming from a family that values real estate as an investment, I was lucky to have been exposed to property management and commercial remodeling at a young age. My degree opened a lot of doors for me, and I was able to learn a lot about the different industries associated with the sciences, including sales.

### Resume

**Experience:** Sales representative; territory manager for VRW International, supplier and distributor of life-science products, chemicals, equipment and other laboratory products.

**Education:** DePaul University, Chicago, biological sciences

### On the job

**My role:** To spread the message that we aren't just selling a home;



SAENZ

we're selling a lifestyle.

**Myth-busting:** Time is the “friendly.” It can be overwhelming, but having a plan and executing it to the best of your ability is critical.

**True or false:** A good salesperson can sell anything, no matter the product or industry: True. There is always a learning curve, but a successful salesperson understands his or her product and consumer.

### Wisdom

**Always have a Plan B:** Stay flexible. Often things don't work out as planned: canceled appointments, deals fall through, unforeseen delays.

**Strategy:** Network. You never know who can open doors.

*ckent@tribpub.com or 954-356-4662,  
Google+ and Twitter  
@mindingyourbiz*