



Become a Seller-Doer and Take Command of Your Career

Would you like to work on the most exciting projects for the best clients? How about achieving financial success in good times or lean? Or ensuring your advancement and being a person of influence in your company? One surefire way to take command of your career is to help produce revenue for your firm. And that means becoming a seller-doer.

So what skills will you need, and what's the fastest way to become a seller-doer? In this signature talk by Jim Rogers, author of *Becoming a Seller-Doer: Succeed at Business Development and Take Command of Your Career*, you will learn how to start, restart, or accelerate your role as a seller-doer. You will hear the four keys to success: *desire, belief, ability, and perseverance.*

If you are intentional about your development, you will begin to take control of your professional destiny. Once you get going, your confidence will

bud, then blossom, and then fully bloom. Selling can become a painless, even (gasp!) fun, part of your job. The first step is to master these concepts:

- The sole self-motivator that *all* successful seller-doers share,
- How to overcome FUD (fear, uncertainty, and doubt) that creates inertia,
- How to identify and develop the core skills that will serve you best, and
- Simple strategies that many successful AEC professionals use, e.g., joining Toastmasters, volunteering in associations, and conducting training for clients on technical topics.

By the end of this talk, you will know exactly what to do to leap forward as a seller-doer. Then, rather than wait for someone to hand you work—which is the essence of dependence—instead join the ranks of seller-doers and take command of your professional destiny.