



Cheryl Spears

Sales Director

your
future
matters

Job title / brief description of what you do:

My role is to head up the Sales department and increase Lucid's brand presence in the Tees Valley and North East regions. I also do a lot of day-to-day operations including HR and account management of clients - basically making sure everyone is where they are supposed to be and all tasks get done. In regards to daily sales activity I'm still quite old fashioned and like to pick the phone up, attend networking events, door knock, social media, direct mail and so on. We also do a number of marketing activities such as weekly newsletters and mailers which fall under my remit.

How did you get into your job?

I was in recruitment for 20 years and knew the Lucid directors through a networking organisation called BNI. I needed a change so approached one of the directors to see if they were needing any help with business development, they did and within a year I became Sales Director. My career started in recruitment after leaving university with a degree and a Masters. I saw an advert in the Evening Gazette I liked the look of, applied and got the job. If I had my time again I probably wouldn't bother with university and would instead do an apprenticeship. I think with me being dyslexic I was so surprised to get into university I accepted and ended up there for five years as I like learning and still do.

What personal qualities do you need to do your job?

Be a strong character who can handle rejection on a daily basis and not take it personally - you can't be a sensitive person in sales! Be organised and able to organise others to make sure everything is done each day that should be. Be memorable and likeable - you need them to call you when they are sick of their current provider. Be target driven and want to succeed. Determined, ambitious, fast and be able to multi task - I don't know anyone else who works at the pace I do! You can only teach sales to a certain degree - you have to have the right attitude and personality and be able to put yourself in the customer's shoes and solve problems.

Who has been the most influential person in your life for helping you to get where you are today?

My family in a weird kind of way. When my mam and dad split when I was 18 I knew it was time to start taking my career seriously as I knew I was responsible for my own future. Even though it was horrible and the worst thing ever, it was the making of me and that's when I started to get really driven. In recruitment you meet lots of characters but two helped and inspired me the most - the first person to ever really believe in me was Pete Savage. He boosted my confidence and I drank in every word he said and ended up as International Sales Manager under his wing - I will never forget him for that. The second was Richard Froggatt. I had worked in recruitment for ten years by then and knew my way round - he trusted me just to get on with it, and I did and did it really well. I will never forget the trust he put in me.

What would you tell your 16 year old self if you could go back and give them some advice?

Oh god! I wasted far too much time worrying about things that just didn't matter - my weight, my looks...as you get older something just clicked and now I'm who I am, and what I have experienced either good or bad as made me who I am today. I'm a strong, confident lady and I know my value - which I was unsure of when I was younger. I always say don't regret what you have done, regret what you haven't, as life is just too short.