



INTERVIEW #2 with GERRY UDELL

Q: From interview #1 we learned that you are now officially in the family business and you are enjoying it. You are also single with no attachments.

GU: I am genuinely enjoying the professional beauty business. My only serious relationship is with the business!

Q: Sounds good. Are you still negotiating a compensation package with your father?

GU: It is hard negotiating when he believes working for experience is priceless.

Q: Well, what about your uncle, who is a partner with your father?

GU: My uncle has also been negotiating with him for years!

Q: What is the advantage of a manufacturer using Gerry Udell, Inc, in lieu of having a direct sales force in the Northeast?

GU: First, a manufacturer does not have the burden of the cost associated with a direct sales force. Secondly, you immediately have seven people on the road that have the expertise and relationships with the customer. Also, we are creative in developing successful sales strategies to fit each customer's needs.

Q: Do you experience much rejection on the job?

GU: Most of my rejection is when I go out at night.

Q: I meant in your capacity as a professional sales person.

GU: I learned from my father and uncle that rejection may be part of selling and it is only acceptable if you have the resiliency to bounce back and overcome any obstacles. You have to continuously be tenacious and persistent!

Q: What do you admire about your father and uncle outside the business?

GU: They both swim for an hour, very early, every morning!

Q: What unique piece of advice have they given you that you find helpful?

GU: To be a good listener. If you listen carefully to what your customers and manufacturers are saying, it will go a long way in making you successful.

Q: So does your father listen when you talk to him about your compensation?

GU: Although he is a good listener, the water from swimming gets stuck in his ears and he can't seem to hear what I am saying.

Any more questions for Gerry?
Email him at gerry@gerryudell.com



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