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Synthesis Paper
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Throughout this semester, I've done a lot of thinking and research into what my potential career path and post graduate life is going to be like. To be honest, before this semester this was something I never put much or any thought at all into. Luckily, this class has definitely opened my eyes and forced me to think long and hard about what I could potentially do with my life. While I'm still not 100 percent sure about what I'd like to do specifically, the sales field is what I've focused on primarily this semester. I feel that the sales field is something that would be a good option for me coming out of college for various reasons.

The specific position that I researched this semester was the entry level Account Executive position with The ExecuSearch Group. The ExecuSearch Group is one of the leading professional recruitment and temporary staffing firms in the New York, New Jersey, and Connecticut area. Headquartered out of New York City, they have been able to maintain an excellent track record for providing first class recruitment services to both their clients and candidates since 1985. The mission statement that The ExecuSearch Group was founded on is to provide all leading employers with the highest caliber talent possible. This organization has received numerous awards that have distinguished and separated them from their competition. For example, they have been recognized as one of the "Best Places to Work in New York" by Crain's New York Business Magazine as well as one of the "Top 20 Job Search Websites" by PCMag.com.

The account executive position is a good entry level position for someone that is fresh out of college. The ExecuSearch Group is seeking someone that is a business savvy and a motivated candidate to fill this position. Also, they're looking for someone with a self-starting personality, but having a passion for success is the key. This position also has a few required skills. The first requirement is obviously to have a bachelor's degree. Also, you must have relevant work/internship or academic experience and excellent communication/interpersonal skills. It offers a base salary plus commission, so the earning potential is essentially unlimited. I feel that through my previous work experiences and academic background I'm someone who is more than well qualified for this position. Also, they offer an extensive training program for this position designed by ExecuSearch staff to acquire and maintain the skills necessary to service their clients effectively.

The Communication Studies Department here at West Virginia University has been very useful to me so far and has helped me gain knowledge about a wide range of information. While every class I have enrolled in has been useful, the ones that stand out to me the most would have to be Comm. 316- Intercultural Communication, Comm. 308- Nonverbal Communication, and Comm. 306- Organizational Communication. I truly feel that these courses have been the most relevant to me because all of these classes can be applied to any professional setting, specifically sales, that I may encounter in the future. Even though my major is Communication Studies and I have gained invaluable knowledge from these courses, I have also learned a lot through many courses taken outside of the Communication Studies department. For instance, the sequence of Spanish classes required of all Communication

Studies majors already has been extremely useful to me and I'm sure will continue to be in the future.

Being exposed to the concepts of Comm. 316: Intercultural Communication could give me a huge advantage over other candidates for a job if I apply these concepts correctly. With all of the recent progressions of technology, business is now being conducted internationally more now than ever. This obviously leads to communicating more and more with people of different cultures, which can be a huge burden if one is not prepared properly. This communication could take place face to face, over the phone, or even through e-mail. However, whichever way the communication happens, it's important to understand the proper way to conduct the communication to make the process go as smoothly as possible. For example, if I was to have a client that was from the Middle or Far East, I would know not to point at them because that's something that would offend them greatly. I feel this gives me an advantage over other candidates that don't have the same knowledge of intercultural communication because if you're trying to conduct business with someone from another culture, or anyone for that matter, the last thing you would want to do is insult them.

In Comm. 308: Nonverbal Communication, the concepts I learned generally gave me a better grasp on reading signals that other people are giving to you, whether it be intentional or unintentional. In the sales field, being able to understand other people's nonverbal signals, as well as your own, can be crucial. For example, I could potentially have a client that is unhappy or dissatisfied with me for whatever reason. However, since I can successfully read people's nonverbals, I would be able to see the person is unhappy and hopefully solve the problem before it turned into a serious issue. Being able to understand your own nonverbal signals, or signals you're sending to others, is also a very important skill. For instance, if I was having a meeting with a potential client I'd want to dress and make myself as presentable as possible because even something as small as your clothes and the way you're groomed send a message to people. Things such as eye contact and acknowledging people when they're speaking can also send strong messages to people. I feel like making eye contact with someone is very important in the sales field because you want people to take you as seriously as possible and also show them that you're being honest with them.

It kind of surprised me, but looking back on it, Comm. 306: Organizational Communication gave me a lot of preparation for the workforce after college. The format of this class was supposed to be set up like a small organization with the whole class being set up in small groups. Working in groups is something that has become very prevalent in today's workforce, and I'm sure things aren't different within The ExecuSearch Group. Being able to function effectively when working with a group of people, or at least being able to communicate with co-workers, is a skill that can go very far in an organization. Also, in this class we had very specific tasks and were expected to follow tight guidelines. For example, if I was supposed to obtain job descriptions from potential clients by Tuesday, it means that it absolutely had to be done no later than Tuesday. Being punctual and disciplined with assignments is a skill I gained through this class and that's definitely something that goes a far way in any professional setting.

Every Spanish class I have taken thus far has been extremely useful in helping me to learn the Spanish language. Being able to at least communicate in another language is something that can be very helpful, especially in the sales field. As I mentioned earlier, the world is becoming more and more culturally diverse and being able to communicate with as many people as possible is something that would give me an advantage over other candidates. For example, if I was to encounter a client that was from a Spanish speaking country, I'd most

likely be able to communicate with them and benefit the company, while other people may lose out on the client completely. Also, being that I'm from New York, I know how many people that inhabit this area use Spanish as their primary language so encountering people like this would almost inevitably happen.

Aside from just attending classes, I have also gained valuable experience for this position through being involved in organizations and extracurricular activities throughout college. Also, even though I've never been exposed to working in an office setting, I've gained valuable and relevant experience through jobs I've had in the past. Working at a water park when I was in high school was one of the worst experiences of my life, but looking back on it I actually learned some important lessons. People would be extremely rude to me when I was working at the front gate, but this taught me to conduct myself in a professional manner no matter what. In this position, you're not going to be able to sell people 100 percent of the time so you have to be able to deal with people and still treat them with the utmost respect no matter what. Another job I had in high school was cleaning pools. In this job I was actually able to gain some actual sales experience. Many times over the years, I'd see that our customers equipment would need to be updated or fixed. When I'd see this, I would talk to the customer and more often than not, be able to sell them on new equipment and increase profitability for the business. Being the Rush Chairman for my fraternity is another thing that gave me some actual recruiting experience. During Rush Week I developed positive relations with numerous potential new members. Through just being honest with kids and showing them that I wanted them to be here, I was able to organize the largest pledge class the fraternity has seen in six semesters.

While I feel my academic experiences throughout college and previous work experience have prepared me greatly for this position, there are definitely a few "gaps" in my academic experience. For one, my GPA would be much higher if I would've been more focused my freshman year. I wasn't able to "hit the ground running" when I first came to college and it showed in my performance academically. However, this taught me that in the future I need to be able to adapt to new situations quickly and there's no excuse not to succeed right away when going into something new. One other thing that I feel is a "gap" in my education is my public speaking skills. I feel like I haven't done as much public speaking in college as I could've and that's something that's done a lot in all professions. It's something that I'm not terrible at, but it's surely something that could have been improved with more experience.

I feel that the account executive position at The ExecuSearch Group would be a perfect job for me coming out of college. As you can see from the classes I talked about above and the previous work experience I've had, I'm someone who has everything that is required of this position. Also, being that my father has been in sales his whole life, I feel like it's something that I've been around for a while and feel comfortable doing. Even though I've made some mistakes and may have a couple of "gaps" in my education, I'm someone who has always prided myself on the fact that I learn from my mistakes and don't have to be told things more than once. With a little bit of training that The ExecuSearch Group offers, I truly feel that I could succeed greatly in this position and be an asset to this organization.