

## 2.1: Introduction

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### The Power to Choose Your Path: Careers in Sales

Video Ride-Along with Paul Blake, Vice President of Sales at Greater Media Philadelphia

*Meet Paul Blake, a senior sales executive. Paul has been in sales for twenty years with roles at various companies including sales rep, sales manager, and now vice president of sales. He is responsible for over forty salespeople and millions of dollars of revenue. He and his sales team sell media solutions, including radio spots, Internet streaming ads, text message campaigns, and more to help businesses build brand awareness and get more customers.*

*Ride along with Paul and find out what it takes to be a great salesperson and what he looks for when he's hiring new salespeople.*



### Great Video on Sales vs Marketing: Which is More Important?



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