(Mr. Tenkey's Tips # 514)

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Dear Management: With my new position, I now fully straddle the Sales/Operations fence... a kinda "hybrid" of sorts.

So in my new daily life, I was bound to learn a new trick or two.

And I did...

After 22+ yrs in the industry, I can now say I am able to read and compare company rate sheets against competitor offerings.

(Thank you Sean McCluskey)

Now some might be surprised that I didn't know this already... but in my former Ops roles, why would I need to?

I only needed to know the rate decisions being considered, or the one ultimately made.

Margin was my primary focus.... and, would that decision yield the desired result or not?

But now... I'm much closer to the competitive factors on the Sales side of the equation.

And I'm getting a better taste of the nuances of the "rate selection" dance being performed.

I'm sure as I peel back the onion on this new position... I'll find more.

But it makes me think...

Maybe the great Sales/Ops divide that is often so WIDE in a company, could be tempered by more hybrid positions being placed in service.

Hmmmmm, hybrid=catalyst... ya, I can get behind that.

(More blog posts or buying my book @ www.mrtenkey.com)