

Why Soft Skills? Why SAAS Sales? Why ALDER AI? Why Now?

By Zac Whitworth



I'm a believer in education, yet I see many students lacking the skills employers are looking for after graduation. In an article from "Better Work Places, Better World," it states, "Nearly 3 in 4 employers nowadays say they have a hard time finding graduates with the soft skills their companies need." In a report, the Society for Human Resource Management found that 51% of its members said the education system has done little to nothing to help address the skills shortage.

The safest and most valuable jobs out there are the ones that machines can't yet perform and require soft skills. The article further states that "young adults need to learn soft skills and adapt because in the future, many familiar jobs doing basic tasks will be performed by (automation or AI) machines" (1).

Students who take the time to acquire real-world experience, gaining the soft skills that the workforce is lacking, will be above their peers who do not. In many practical ways that applies to all fields the intern may desire to enter. There is no better way to acquire those soft skills than through direct sales. Inc Magazine published an article after interviewing 20 business owners and CEOs to name the one skill they feel contributes the most to their success. What did every one of them say? Sales skills. They all ~~agreed that sales is the most important skill in any field~~ agreed that sales is the most important skill in any field without solid sales skills (2).

Tim Sackett was named a part of the top 50 HR and Thought Leaders. He said, "If I was Chief of HR for the country, like I got to make all the HR decisions and make rules and stuff. I would force every kid who ever did an internship to first do a sales internship." (3)

Mark Cuban, owner of the Dallas Mavericks and Shark Tank star, said, "If I were to lose all my wealth, I could definitely regain it because I have sales experience" (4). John Paul DeJoria, founder of Paul Mitchell, said of direct selling, "I would make every one of my kids do it" (5).

Forbes magazine wrote an article titled "Selling is one of the most important business skills" (6). They have also interviewed Richard Branson, billionaire entrepreneur and founder of Virgin Group, and Oprah Winfrey, billionaire talk show host, actress, and philanthropist, who both agree that sales and communication are some of the most important skills one can possess and are crucial for leadership (7)(8).

Author, motivational speaker, and real estate tycoon Brian Tracy claims in his book "The Psychology of Sales" that sales is the most noble profession because without it, the world economy would cease, and every business would dry up.

Learning the soft skills needed to ensure your lifetime success in an ever-changing economy and job market was one of the main reasons the summer program was established. The country is in unprecedented times, and the home services industry that focuses on safety and security has a proven track record of thriving in times of uncertainty and economic change and it is ripe for disruption with AI tech in video



cameras that can do 100x more than a traditional alarm system and provide a great opportunity for interns to get an intro to SAAS experience by selling direct to consumer.

I remember the decision I made to join a summer program in the home security industry as a freshman in college in 2008, right when the housing bubble burst. I never knew that it would be a huge blessing for me and my future family, and the lessons I learned that summer are still applicable to my role today. They have helped me be unafraid of the ebbs and flows of the job market over my career. Be a part of something bigger than yourself. Learn from industry experts how to communicate, show empathy, influence others, develop emotional intelligence, actively listen, creatively problem solve, ask proper questions, make recommendations, build relationships, and be self-aware.

One point of this internship is to learn and tune soft skills and get paid for doing it well. This upcoming summer join us for 4 months, travel to a new location and learn a new culture. Take a chance. Have an experience of a lifetime that looks amazing on resumes and gives you a real-world experience that separates you from other applicants. Meet new lifetime friends. Be a part of a team.

Learn hard work and discipline by approaching people at their homes.. Walk away from the summer with money, new skills and the ability to share with recruiters a powerful life experience. Stand out from the crowd. Prove that you can get results and finish what you start, which is uncommon with college aged students but yet what all employers are looking for.

Hundreds have experienced it, and we have a proven track record over the last 15 years of delivering the experience and results that our interns and employers desired.

Sources

- (1) <https://www.shrm.org/resourcesandtools/hr-topics/employee-relations/pages/employers-say-students-are-not-learning.aspx>
- (2) <https://www.inc.com/jeff-haden/the-one-thing-every-successful-person-does-well.html>
- (3) <https://imsackett.com/2017/06/29/every-first-internship-should-be-a-sales-internship/>
- (4) <https://www.businessinsider.com/mark-cuban-says-the-secret-to-success-in-any-field-is-the-same-2017-11>
- (5) <https://www.forbes.com/sites/forbesleadershipforum/2015/04/14/selling-as-the-first-step-to-billions/#5b3e05f1461b>
- (6) <https://www.forbes.com/sites/quora/2019/02/12/selling-is-one-of-the-most-important-business-skills-heres-how-to-do-it-effectively/#5507f8f79d8>
- (7) <https://www.forbes.com/sites/carminegallo/2016/02/18/branson-buffett-agree-this-skill-is-your-ticket-to-career-success/#25dd273d5e93>
- (8) <https://www.forbes.com/sites/amyblaschka/2019/02/19/the-soft-skill-gary-vaynerchuk-simon-sinek-and-oprah-winfrey-say-is-crucial-for-leaders/#664b30324e6b>
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