

Determination to succeed is key to survival

By Brian Purcell

The most arduous job interview in the country finally came to an end last Monday, after 13 tortuous weeks of slog and strife which culminated in a grand launch for the Ford motor company in the Wright Venue.

Steve Rayner is now basking in the glory of becoming Bill Cullen's 2009 Apprentice, having pipped the spirited challenge of the entrepreneurial Stephen Higgins.

Rayner's story is an inspirational one, but that's not what finally got him over the line. So why him?



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Rayner is a winner who suits the times we find ourselves in. Already, Cullen has two big

APPRENTICE *round-up*

sales projects waiting for him in January. We can learn a lot from Rayner's qualities, which can be an example to all, no matter what industry or sector you work in.

Every one of us has to sell. Cullen will always tell you that the most important person in a company is the person who answers the phone.

A positive attitude with a smile increases one's value in any marketplace, draws people towards you and creates empathy in business. Telling the

truth, integrity, always returning a call and an e-mail – anything less is a good way to burn a bridge. One doesn't achieve this by studying in a library; anyone can achieve this in any walk of life.

Joe Girard – who wrote books like *How to Sell Yourself* and *How to Sell Anything to Anyone* – is probably the greatest example of how you can achieve and be truly great.

Girard has the all-time record for individual car sales in a year (1,425) and in a career (13,001) – selling an average of six new cars a day over 15 years, which didn't involve fleet deals or used cars. He came from one of the worst ghettos in Detroit, which fed his deter-

mination and hunger to succeed – and the lessons we can learn from him can be implemented in the Ireland of today.

Irish people have an ability to adapt, to work harder than anyone else, and to use people skills and opportunistic and optimistic dynamism. These are the qualities that will get us through this recession.

On behalf of Cullen, Jackie Lavin and Shinawil Productions, I'd like to thank you for sharing our epic TV journey, and hope you have a great Christmas.

Brian Purcell is a director at Insight Consultants and was a judge on TV3's The Apprentice