

MAGIC IN SELF BELIEF



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A job in the logistics industry fell in my lap, just as I completed my graduation. Those formative years were devoted to learning the ropes of the trade. I then landed a job at Cargosol as a Customer Service Executive. Eventually, I got comfortable. Little did I know a change was going to shake up my life.

In 2015, the organization's in-house coach - Ms. Stalgy Muliyl, as part of my career succession planning, highlighted that I have the traits for the Sales profile and planted a seed. The sirens went off in my head.

"I am not cut out for it. It is not my cup of tea". I was not mentally ready to leave my safe zone and gamble with uncertainty and risk. The thought of a sales target haunted me and I turned my back to the possibility of sales. But life throws you lessons until they are learned. In 2020 the sales profile came floating back in. I was coached to face my 'limiting thoughts' along with my seniors Ms. Tarannum Shaikh and Ms. Deepa Kadam who reinforced my strengths.

I negotiated with my inner conscience and finally accepted Inside Sales as my secondary profile, and continued my primary profile of customer service. My resistance ended after reflecting upon "Agar sab bol rahe hai, toh kuch toh baat hogi mujhme?" (If all are saying it, then there must be something in me).

I set foot into the Sales world. Navigating this profile at Cargosol was relatively easier since we provide a 'One-Stop Total Logistic Solution' which is difficult to turn down. Serving as a responsible customer service, my relationship with customers was strong and those traits helped me cater to my new customers. I started enjoying the dual role of customer service and sales.

The highlight of my sales journey is when I closed on my first customer. I experienced an adrenaline rush when a six-figure digit reflected as my incentive. Cargosol nurtured and groomed me through various training programs - with key learnings like positive attitude and resilience in the face of challenges as a sales professional. A determined mind sees all challenges as a learning experience, and so I focused on improving my performance.

During the Annual Meet- 2022, I was awarded the Prime Player award. I regret the years lost running away from my calling. My advice to all,

Don't waste your time thinking! Plunge in! Just do it! Face your fear!

Mr. Cletus D'Souza, our sales Director, once said, "Your white shirt will get soiled on the bike. Don't you want a car?" So, what's next for me?

Kuch bada hi karna hai, ordinary mein settle nahi hona!!! (I want to do something big, unwilling to settle with anything ordinary)