



Dear BDU: Lisa's Guest Columns for Philadelphia Business Journal Online

## Description

Did you know that BDU's CEO Lisa Peskin has answered some pressing sales and business questions as a guest columnist for the Philadelphia Business Journal's [online magazine](#)? In these Dear BDU posts, Lisa gave advice on getting the most from your sales team, how to best handle the pressure of a sales career and more.

**Check them out now!**

### **Help! I'm a Philadelphia small business owner who doesn't like selling**

*Dear BDU, I am a small business owner who dislikes selling yet at the same time, I realize that I need to be able to sell in order to grow my business. I struggle to understand how I can develop my business and sell to prospective customers without coming across as pushy or obnoxious. Any advice for the reluctant sales person?* [READ LISA'S ANSWER](#)

### **Want results from your sales team? Ask the right questions**

*Dear BDU, I'm new to sales management and I've been given a team of ten people. I need to figure out quickly how to maximize their sales performance. What can I do to get the most from my team?* [READ LISA'S ANSWER](#)

### **Help! How do I deal with the inevitable ups and downs of my sales job?**

*Dear BDU, I have been in sales for 7 years and I love everything about being a sales professional except one thing! the pressure I get from my boss when I don't hit my monthly quota! The months that I hit my numbers he makes me feel like a hero but to be quite honest, the months that I miss I feel like a loser. Do you have any suggestions for me about how I can achieve my quota more consistently?* [READ LISA'S ANSWER](#)

Do you have a question you'd like Lisa to answer? [Contact us](#) and we might feature your question with an answer from Lisa in an upcoming BDU newsletter!

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