

EMPLOYEE SPOTLIGHT



Software Implementation Project Lead and Customer/Employee Onboarding Komet Sales, Doral, Florida

> George Vélez has always had a passion for business-to-business sales, and he found his niche serving the floral industry. "It's such a global industry," he says. "In my position, I'm seeing the whole picture: farmer, importer, wholesaler, mass market customer."

Vélez applies his business talents to serving customers — both internal

and external — with excellence fueled by a love of learning. "In my role I'm constantly teaching others, which takes so much learning. I spend much time reading so I have the knowledge that's needed to answer all the questions that may come my way each day."

Biggest challenge on the job:

"People are taking seriously the adoption of IT tools. The companies

that come to us are ready to make a 180-degree change in the way they've been doing business. In the past, it would take six months to a year to go live with an account. Now we have customers that need to go live in 30 days — and they're multimillion dollar companies. That's a small window to transition an entire operation."

Training tips I follow:

"I constantly ask new employees how they feel about the job and what they think. They have new ideas, and asking them makes them feel important, which is what everyone wants. As management it's easy to see new employees as adoptees of current processes, instead of looking at them as possible game changers."

My best tech advice:

"Always look for better ways of doing what you're currently doing. The formula for success is continuing to change the formula. Get your entire organization working cohesively by generating data through systems and structure. Look for apps and ERP systems [enterprise resource planning] that allow you to consolidate business processes. These systems should have automation and integration built into them that allow your business to grow because the tool is capable. If you're still using Excel spreadsheets, call me."

Where I find inspiration:

"Reading. Years ago I had to read a book about marketing for a job and fell in love with reading and learning. It's so easy — you read and then apply what you learn. An app I like is GoodReads. It lets you track books you've read, ones you want to read and write reviews. My top two books to recommend to any business or team leader are *How to Win Friends and Influence People in the Digital Age* by Dale Carnegie and *The Seven Habits of Highly Effective People: Powerful Lessons in Personal Change* by Stephen R. Covey." 📖

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