

Brooks Says:

"Caring About People" Is Important Part Of Success

By Audrey C. Lodato
Post Staff Writer

Lawrence Brooks is an account manager for Coca-Cola. One of about a dozen handling accounts in the Piedmont area, Brooks has been with the company's soft drink division since last May. Prior to that, he worked for Coke's food division, catering events and servicing vending machines. "I was head caterer," he remarks.

His present role for the multi-national corporation involves the sale and promotion of Coca-Cola. A typical work day begins for Brooks at 6:15 in the morning, when he has to be in the office. He admits that, sometimes, he's "not too awake" at that hour. After a 6:30 meeting he's out on the road by 7:30, calling on convenience stores and various other markets for Coke products. Brooks handles about 113 accounts and averages 20-25 calls a day. Some days last 12 hours or longer. "It's a challenge," he comments. "Each day is different."

Does Brooks mind being on the road all day long? Not at all. "I like the opportunity to get out and meet with people, help them meet their needs," he relates. There's a challenge, too, which he enjoys. "When you run into a problem," he notes, "it's yours to solve. There's flexibility to use your own judgment. If you do your job, you don't worry about repercussions." He is able to help customers increase sales, not only of Coke products, but of other items as well, by showing them how to use displays to their

advantage. Coke and other soft drinks can be a drawing card to bring buyers into a store.

Does it take special skills and abilities to succeed as an account manager? Brooks believes an outgoing personality and the ability to communicate well verbally are both important. In addition, "lots of confidence in yourself and your product, and the desire to succeed" are also vital, he notes.

Brooks has over 10 years sales experience. For him, it has "always been easy to talk with people." And, he believes, "caring about people has a lot to do with being successful on this job."

Another component to success, however, is the image of the product you represent. With Coke, that never presents much of a problem. "When you're

working for Number One," comments Brooks, "it does give you a real sense of doing something, achieving something."

Brooks believes that, at Coca-Cola, there is ample opportunity for advancement. "Whatever a person puts out, that determines how far that person can go. The opportunity is there," he advises. He also enjoys "good benefits" and the feeling of working for a "reputable company." To someone looking for a good job with career potential, Brooks says, "I'd recommend it."

The Piedmont area which the account managers in Brooks' group serve extends from the Kings Mountain area on the west to Marshall on the east, and from China Grove down to Fort Mill, S.C. Brooks' route covers the Davidson and north Charlotte area.



Lawrence Brooks
...Accounts manager



Don't lose touch with your friends who are ill.

Don't let them lose touch with the community.

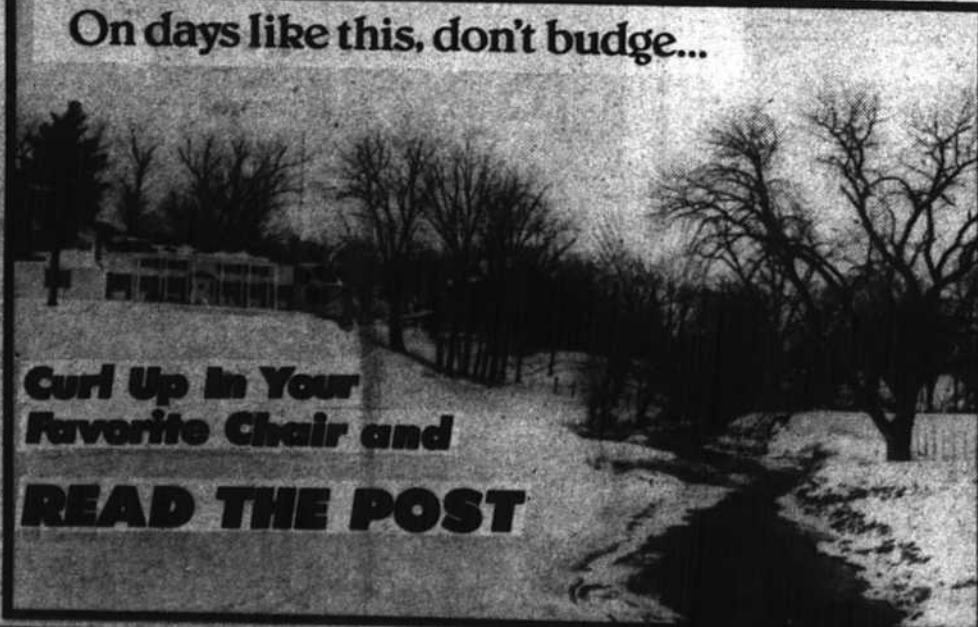
Give them a subscription to The Charlotte Post.

Call 376-0496

SUPPORT YOUR ADVERTISERS

READ THE POST

On days like this, don't budge...



Curl Up In Your Favorite Chair and
READ THE POST

our lower food prices keep your totals down



Coke
2 liter
\$1.29

Coke
16 oz. Ret.
29¢



Diet Coke
\$2.25
12 oz.
6 pk.



Ron's Grocery



3241 Drenan Street

"Grier Heights Shopping Center"

332-4024

Keep Black History Alive

"Reasonable Prices On Your Convenience Foods & Beverages"

Miller 32 oz. cans & bottles **\$1.25**

Big Man Beer 6 pk. **\$1.95**

Colt 45 40 oz. **\$1.29**

Kountry Kitchen Bread 2 loaves **\$1.09**

MIGHTY MIDGET MART No. 2

and Coca-Cola Celebrate **BLACK HISTORY MONTH** With Great Savings.....

16 oz. Returnables **28¢**

Coke
2-Liter **89¢**

Frito Lay Potato Chips **4/\$1.00**

Murray's Cookies **3/\$1.00**

Duchess Honey Buns **3/\$1.00**

Miller Quarts **\$1.19**

Thunderbird Pints **99¢**

Cella & Riunite Fifths **\$2.99**

Open 6:00 a.m. - 2:00 a.m.
7-Days A Week **393-8546**
2201 Beatties Fd. Road