On November 6th, 2018, my perspective on marketing companies completely shifted. The BCLC traveled to SiriusDecisions, a business-to-business marketing company located in Wilton, CT. The trip was well worth it and showed us what working in the real world looks like.

Prior to the trip, I had never heard of SiriusDecisions, and when our bus pulled into the office parking lot, I held a preconceived notion that this was just going to be a boring company where everyone works in a cubicle. I was pleasantly surprised when we were greeted at the door by one of the head recruiters for the company, Lynne, who showed us to the modern office space that SiriusDecisions occupies. When I walked into that office, I knew it wasn’t just a regular office space. Everyone who worked there was enthusiastic and passionate about their work, and excited to see that young people are interested in working there.

For the first few hours, several employees spoke to us about what SiriusDecisions actually does. They take large corporations under their wing and offer them resources that create better efficiency within the company. Sirius has 15 different divisions that contribute to helping large corporations that may be struggling. The company also holds large events a few times a year (with 2-3,000 people in attendance) at which they present the mission of their company to potential clients.

Ashleigh Cook, the Senior Director of Marketing at SiriusDecisions, emphasized that the company does look for new clients frequently. However, they highly prioritize maintaining their current relationships with existing clients. Often, companies are looking for the next thing to jump at. I thought it was unique that SiriusDecisions made it a point to cater to existing
relationships rather than constantly looking for new opportunities elsewhere. Rich Eldh, the co-founder of SiriusDecisions, gave us an interactive and inspiring speech about how he got to where he is today and how to be successful in sales. He started as the head of worldwide sales at Gartner, then began SiriusDecisions in 2001. Currently, 1,000 companies pay SiriusDecisions to improve their tech, information services, manufacturing, financial services, healthcare, and marketing. Mr. Eldh gave us some great advice to take with us, saying that the best way to become a good salesperson is to take a public speaking course. It improves communication skills but also allows people to step out of their comfort zone. The second piece of information he left us with is that a large percentage of CEOs came up through the sales rank because they know the problems that need to be solved with the customer. This was eye opening to me; I had believed that most CEOs came up through the financial branch or the accounting branch. Now I feel as if I have more opportunities since I want to follow the sales and marketing path. Mr. Eldh also said that in order to become successful both during and after college, we should take any internship opportunity. It’s just as important to know what we don’t want as it is to know what we do want. Lastly, he advised we ask people about their careers; what they like and what they don’t like about them.

The last part of the trip was the office tour and the Q & A with UConn alumni. There were many cubicles, but they were filled with excited employees. Everyone who I walked by said hello, smiled, and seemed genuinely happy to be there. I noticed the amount of decorations in the office and it seemed as if they had fun contests and games all the time. It was overall a very positive environment and anything but a boring and basic company. Lastly, the trip was eye opening and inspiring. Before this trip, I did not even consider interning or potentially working for a business-to-business marketing company, but now I am interested. The co-founder, Rich Eldh, gave us some amazing life, college and career advice that I will never forget. I am thankful that the BCLC gave us this amazing opportunity to network, learn about, and visit such a vital marketing company.

- Chloe McCullough