

Young entrepreneur has faith in marketing

Ballantrae's Jason Wallace is a successful professional sales representative disguised as a Grade 11 high school student, an entrepreneurial Doogie Howser.

Tall and businesslike, hair brushed back and clad in a shirt and tie, he'll tell you he's looking to pursue a career in law once his high school days are behind him.

But the serious minded 18 year old will be the first to admit he's hedging his bet, especially in these days of fierce competition where even college graduates are given no career guarantees.

Jason's well aware of the entrepreneurial heart which beats within him. Consequently, he was open to the challenge offered by Quorum International, an Arizona-based home and personal security products distributor.

Jason was so intrigued by the company's direct marketing plan that, with the assistance of his father, he made an initial investment and became an instant business man. Apparently, the timing was right, with people's concerns for the safety of themselves, their homes, and their cars growing due to the rise in crime.

Equipped with videos, glossy brochures and an assortment of products he truly believes in, he says he can hardly find enough hours in the day to look after both business and school demands.

He demonstrates his inventory with the thoroughness and conviction of a career sales representative.

There are tape measure-sized devices that emit ear-splitting sounds when activated, home protection gizmos which detect the slightest motion, and a belt clip product which can keep track of up to three toddlers at once.

He has also been given an effective economics lesson in the direct



From Where I Live

Bruce Stapley

marketing approach which has become so widely accepted in the major Pacific Rim countries. He maintains that up to 70 per cent of retail business is done outside of the traditional store and mall setting in that part of the world. Even automobiles are sold by the direct marketing approach in countries like Japan and Hong Kong, with car lots rare.

Jason insists his is the marketing method of the future. He goes so far as to suggest the time may come when malls will disappear altogether, with people shopping from roving sales reps peddling everything from beauty products to yachts. Not being one to miss a chance for a sales pitch, he also mentions the dangers associated with outside shopping where you are subject to the potential danger of being mugged or otherwise intimidated.

Jason claims the results of his own sales efforts have been nothing short of outstanding. He's been able to sock money away for when he finally graduates high school and begins his undergraduate studies at the University of Western Ontario. He's even been able to contribute towards household expenses.

But above all else, Jason insists his entrepreneurial adventure has helped show him just what he's capable of achieving given a positive attitude and a solid game plan. It has taught him a valuable life lesson about going after what he wants.

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