

'The Chef' cooks recipe to success

By Jeff Kiger

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To be better at sales or anything else, you need to expand your thinking.

"People never, ever exceed their expectations of themselves," says author, speaker and Rochester native Dave "The Chef" Sheffield. "You have to increase your thinking."

He'll be discussing personal and professional development in his seminar, "Seven Keys to Unlocking Sales Success" at the Rochester Area Chamber of Commerce on Wednesday morning.

Expectations are something Sheffield learned about while growing up in Rochester. He graduated from John Marshall High School in 1991. He was living in his mother's basement, working an assembly job, listening to heavy

metal with no expectations.

Then his mother gave him a motivational tape to listen to in his car. It inspired him to improve himself and he started listening to more.

Soon he was working in sales — door-to-door vacuum sales. While he enjoyed sales, he followed his interests on to a new goal.

"I enjoy helping, building people," he says. That goal has resulted in a number of books and a speaking business that has put him on stage with people like Tony Robbins and Les Brown, people whose tapes he previously listened to while driving around Rochester.



Sheffield

"You decide there is a bigger vision of yourself," Sheffield says.

Part of that vision is branding yourself. That's part of how "The Chef" name came about. While looking for a way to set himself apart from other motivational speakers, he thought about his love of cooking. He has a business in

Iowa that brings chefs into homes to teach people how cook healthy meals.

And then there's his name, Sheffield. All of that added up to "The Chef."

His culinary experience comes through as he talks about success

Go & do

Who: Dave "The Chef" Sheffield.

What: Seminar "Seven Keys to Unlocking Sales Success."

When: 8 a.m. to 9:30 a.m. Wednesday

Where: Rochester Chamber Boardroom at 220 S. Broadway.

How much: \$30.

Who to call: The chamber at 288-1122.

in sales or other endeavors.

"Success leaves clues," he says. "Meet with the people who are successful in your area. Talk to them and you get the recipe for success."