

# AzBusiness

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AZ Entrepreneur

**"I didn't grow up with much money, but I always had people telling me to try and persevere."**

**Renie Cavallari, CEO | Aspire**  
Industry: Consulting  
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Est: 1995

**Recap:** Renie Cavallari was on her way to the top of corporate America when she had a sudden change of heart. Without a concrete plan, she immediately quit her job and re-identified her career goals: to help businesses with optimizing revenue and strategic marketing. Despite a lack of capital, investors and a looming mortgage payment, Cavallari's confidence soon led to success.

**Be forthright:** Aspire helps business leaders improve strategic planning, revenue management, sales and customer service. According to Cavallari, an important business tool is honesty in lieu of niceness when helping clients. "Nice is when someone has something in their teeth and you don't say anything," whereas, honesty leaves room for enhancement, and the correction of critical errors.

**Prosperous venture:** Cavallari's methods for business optimization have been successful, as evidenced by the 96 percent client-retention rate over the past 12 years, compelling her to remain in Arizona. "We like it here, so we are staying."

**Do what you know:** "I learned at a very young age that life is short ... and what we love to do is what we do well." Cavallari credits her success to mentors and coaches, and advises other entrepreneurs to acquire one as well. "Never be afraid to fail," she says. "When you have the mind-set and passion to do something, it can be done."

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