

BRAND YOU: Everybody Is a Salesperson

Here's an oceanic statement: Everybody who is in business—business in the public sector, business in the private sector, NGOs, preachers, priests, rabbis, whatever it happens to be—everybody is a salesperson, all the time.

I hate so say nice things about myself, and I will limit it as much as I possibly can. But I was in the little small town in Vermont where I live and somebody was driving through—it's a little town of about 2,000 people—and they were obviously lost and confused. In the great state of Vermont, tourism is either the second- or third-largest industry. And I was pretty busy and I was rushing from Point A to Point B, but I thought, you know, “Gee whiz, this is the essence of Vermont, even if it's not the essence of what I did.” And so, I spent five or ten minutes talking to them about the town and so on and so forth, I actually got in the car at their invitation, took them to where they needed to go, which wasn't obvious and so on. Hooray for me. That's not the point.

The point is, I saw myself—and this word is important—as an *ambassador*, an ambassador for our little town. And when somebody walks into your company—and it can be somebody walking in for a meeting in the HR department as well as somebody who may be a prospective customer of some big technical telecommunications system—whoever sees them, whoever gets to them first, you are the *ambassador*, you are the point person, you are the only person with whom they are dealing. Whether you've been in the company, whether this is your second day or whether this is your 22nd year.

Think about yourself. You are a salesperson 24/7/60/60. You are an ambassador, 24/7/60/60.