

Only your customer can fire you!
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Recently a manufacturers' agent told me that he was fired from a line that he had handled for some time, started from scratch, built the territory ... you know the story.

Later was replaced by a 'factory man'. The factory man "didn't work out" - he was fired by the customers. They wouldn't buy from him.

So after 18 months and sizable loss of business, the manufacturer reappointed the agent back to his territory. The point, is he (the rep) never left. You may lose a line, but as long as you have customers, you can always get another line. Only your customer can really fire you.

Actually this applies to any sales rep (not just manufacturers' reps). If you consistently give an excellent value as perceived by your customer, you will be sought out.

How? Build your 'Brand' - YOU!

You're no different than any other brand product except it's you! It's how you brand yourself that separates you from the others. This makes the difference.

So grow your Brand. Create your own 'Yellow Page' (per Tom Peters on his book "You Inc."). Remember, it's you they seek out for their solutions. It's you they think of for sourcing. It's you who has stayed ahead and embraced technology. They look to you because they trust and respect your knowledge (QSSP, CPMR, etc.), training and experience.

Competition is always between people, not machines or products. Be the BEST at what you do (whatever it is, not just in sales). Develop your high profile and create and nurture that 'Brand' - you.

Contribute to your community, to your industry, to your country. Pay back or 'Pay Forward', an expression Ohio State football coach Woody Hayes frequently used. He felt that people (or organizations or industries) who have helped us during challenging times would prefer we pass on the good deed - 'Pay forward'.

Contribute ahead as you go. Have a role, a commitment to be the best. And work at getting your 'Brand' accepted as the perceived value by all - but most important - by your customer. Only your customer can fire you!

Think about it.

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