

Business Plan Workbook #20	
Course	Selling Your Dream
Topics Addressed	Every Employee is a Salesperson

Key Points

Every Employee is a Salesperson

As you grow your business, you'll need to hire employees to help you. Even if these employees do not have direct contact with the customer, you should think of them as salespeople.

Your Employees Are Representatives

When you own a business every single employee is a representative of your business. Even when they are not at work, their actions can create value for your business. If others respect them and associate them with your business, they provide a positive reflection on your company. And in that way, they serve as your salespeople.

Your Role as a Business Owner

Your job as a business owner and leader is to make sure your employees understand how their jobs contribute to your sales. In other words, you need to make sure they understand their roles as behind the scenes salespeople.

Direct Salespeople

Direct salespeople interact with customers, and sell your product or service. As a business owner, you need to make sure that your salespeople know how you expect them to treat your clients. And you need to correct any behavior that doesn't meet your standards of customer service.

You also need to train your salespeople; to ensure they're knowledgeable about your product or service, and capable of assisting customers. And when possible, you should give your salespeople the authority to do what it takes to make your customers happy.

Related Business Plan Questions

Below, you will see a business plan question related to the topic noted above. If you print this worksheet, you can use the space below the question to write down some initial thoughts and ideas.

When you're ready to start working on your business plan, return to the course, and select "Open My Business Plan".

Q: Write down a list of people or organizations that will be selling your product or service.