

# PHL|HP Consulting Group

Building & Sustaining High Performing Organizations



## A Message From Dr. Philip Levy, Founder & President

### Employees as Ambassadors and Business Developers

I have noticed that employees at leading companies often view their roles as more than just fulfilling their basic job descriptions; rather they see themselves as ambassadors and business developers, taking ownership and responsibility for the growth and success of the company.

The most effective leaders empower their employees, achieving buy-in and a passion for the mission and purpose of the company. When employees feel that they are instrumental and essential to the well being of their company, they will have a sense of importance and pride that will lead them to be great representatives of the company. As ambassadors, they will constantly be touting the firm in numerous situations, both business and social, becoming an extended sales force for the company. Once the passion and dedication exists, the company must provide their ambassadors with the skills and message that will permit them to represent the company in the most productive manner.

Every employee must be oriented to the corporate culture, the mission and values of the company. It is incumbent upon the leadership of an organization to provide a clear message to employees at all levels that they are expected to be ambassadors and business developers in addition to fulfilling their job responsibilities. Without employees who accept this expanded role, the company cannot achieve its goals, sustain growth and increase profits.

What must employees do to be effective ambassadors and business developers?

- \* Have an “elevator speech” that clearly and succinctly articulates what the company does, what sets it apart from its competitors and why it’s the “place to be”. People want to be with a winner.
- \* Be passionate, positive, enthusiastic, and energetic. If you don’t love your company, then why will they want to associate with it?
- \* Have a can do attitude. Never fear or personalize rejection.
- \* Make the customer feel important.
- \* Engage people by asking them questions and being an active, interested listener.
- \* Know your product. Be an expert in your area and demonstrate the value you will add. Why will they be better as a result of collaborating with you?
- \* Always create win-win situations. The customer is not there to make you successful. You are there to make them successful and that only occurs when the relationship results in both of you benefitting.
- \* Recognize that business is the outcome of relationships developed over time and that relationships require trust.
- \* Know your customer and his/her preferences and needs and communicate how you will help meet those needs.
- \* Always be responsive and have a high “do to promise ratio”.
- \* Honor your commitments.
- \* Be responsive.
- \* When you make mistakes, and we all do, quickly own and rectify them.

As owners, leaders, and managers, it is essential that you engage, empower, and inspire your employees to be ambassadors and business developers for “their” company so that the company will sustain success and be there for them and your clients.

Motivate, inspire, train and mentor. Then you will have a workforce that is well prepared to represent your company, as you need them to.

- Phil Levy

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