

Who is your rep?

Your representative could affect your reputation. And yet, how many times have you seen big firms and/or top tier colleges represented at a job fair or college fair by a young, inexperienced person? When you go to trade shows, who is sitting at the booths? Top brass? Fat chance—most likely, exhibitors at a trade show are represented by someone from the marketing department.

Have you ever gone to a networking event and met someone from a company who does not have any idea of what the company message is?

The other day, I was at a fair here in Bethesda. A very young girl handed me a flyer for a political candidate. The flyer tells me the candidate “has the experience to work for us,” and yet her representative was probably not even out of college. The rep did not back up the message.

I got a phone call the other day from a marketing company. I had been seeing their name pop up on my caller ID for weeks, calling at all hours and on the weekend. When I finally answered it turns out they were representing a charity. I thought it was a telemarketer and I told the young man at the other end of the call to remove from his list. He launched into the rigamarole about charities are exempt blah blah. And then I said I was irritated that they kept calling me never leaving a message. He then started to tell me how the charity is busy helping people in need (so my concerns are not quite as legitimate). I hung up. He was not a worthwhile representative for the charity.

Who is sitting at your front desk/reception area? Who is out at chamber events representing your company? Do you know? What have you taught your representatives about your key messages? Can they give an elevator speech for your company?

Remember, your representative is you.

