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How to Thrive in a Recession - Working for Someone Else

Unless you do one of three things you are expendable:

- Product creation
- Sales / marketing
- Production *profitability*

Other jobs are important but are they necessary? No. There is a reason these three roles pay the most-often more than the president makes!

This becomes more critical in a down economy. The underperforming salesman is vulnerable. The receptionist is at risk. Projects managers get laid off. In other words if you are in sales/marketing, product creation, or profitability you need to make some changes now. Find ways you can help increase sales or reduce expenses. Wait a second, I'm just the receptionist. How can I do this? Just off the top of my head I can think of several ways:

- Be a shining example of good cheer when you answer the phone.
- Ask to take on inside sales responsibility.
- Find ways to save money on office supplies.
- Never waste your time reading magazines or surfing the internet. Fill your time with work.

Are you in one of the three golden jobs? My question is...are you the best? The top salesmen will rarely get laid off. The bottom performers will be among the first to go. If you aren't at the top of your game you need to become the best. Read books on your chosen field in your spare time. Spend a few hours and identify your highest value tasks. Do those and ignore the low value items.

You can also find this article published on [How to Thrive in a Recession - Working for Someone Else](#), and on the tag pages [Entrepreneurship](#).