

HOW HERMES HELPS TO SELL

How you can recognize Hermes in your office? He cannot miss any single opportunity!

The theory of universal archetypes developed by **Carl Jung** states that all personalities represent an aspect of universal consciousness that hold within each an inherent potential.

Many archetypes who personify this greatness are evident in the business world. You can easily find Greek gods in your company, e.g. Athena the Wise who is Head of Legal, or Hades leading the IT team.

By taking it from unconscious and making the ancient Gods' power a part of your business model you gain access to the potential that lies within archetypes. As an HR manager and as a business trainer I accept universal archetypes whose behavioral types still exist in our real lives and can be easily noticed in our colleagues and managers.

How you can easily recognize Hermes in your office? Most probably you can find him or her in sales and commercial departments. We always consider successful sales people as artists. We often say "the Art of selling". It's even seems to be mysterious how most successful sales people can close the deals which we are even scared to dream of. But actually he (or she) just follows the natural path of Hermes - the God of Merchants and Commerce, Athletics and Travel, Public Speaking, Shepherds and Thieves.

Such person represents the archetype of connecting perfectly. Hermes was born to Zeus and Maia. He became the messenger of the Olympic gods because of his ability to sweet-talk and negotiate. He fluently spoke the languages. So if you meet somebody who walks through a room and can find the common language with everybody, think if it's Hermes. There is no need to teach him that there are different types of communication to be used for different people - he knows this instinctively.

Hermes is the archetypal trickster and master of persuasion. Once Hermes made a vow to ZEUS: "I will never tell lies – although I cannot promise always to tell the whole truth." Do you recognize somebody in this? Hermes is charming, amusing, much admired God who is always happy to travel and cheat with everybody and he is the last who leaves the party. Why? That's why he cannot miss any single opportunity! He feels other people's emotions and is extremely sensitive to their approval and their rejection. He likes to build emotional connections with people and provide help to anyone who truly shows the respect. That's why there are no barriers for him – emotional or business ones. He has the gift of creativity, play, and of course, deep compassion for others.

What ideas do you have about how modern-day Hermes contributes to the business? Would you like to associate yourself with him? Everybody can give life to his own inner Hermes. So you can find an innovative, sometimes unpredictable sales person within your organization! But be ready for his guaranteed tricks too!

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