



GLOBAL INITIATIVES  
& SOLUTIONS



# TRAINING MATERIALS

# SESSION 10

BUSINESS HARD TRUTHS 2



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## GLOBAL INITIATIVES & SOLUTIONS

Global Initiatives and Solutions (G.I.S) takes a unique approach to the industry of consultancy, applying a holistic approach to modern business problems.

Our approach to problems is based on the interdisciplinary philosophy of “Four Corners of the World” that connects the cornerstones of our society, business, progress, and wellbeing into a solid, practical, and multi-functional structure that delivers across all fields.



-  Economy
-  Environment
-  Wellbeing

## WHAT THIS WILL TEACH YOU?

### LEARNING OBJECTIVES:

1. What makes an effective salesperson?
2. What makes a good employee?
3. What makes a perfect team?
4. What makes a successful partnership?



# BUSINESS HARD TRUTHS 2

## BUSINESS HARD TRUTHS

### MOST IMPORTANT BUSINESS PRINCIPLES:

- Do not give up when faced with difficulties. You do not have to be perfect, but must finish what you started.
- Stand up for yourself.
- Explain your needs, clearly.
- Ask questions.
- If in doubt, ask for a clearer explanation.
- Do you have what it takes to make the sale ?



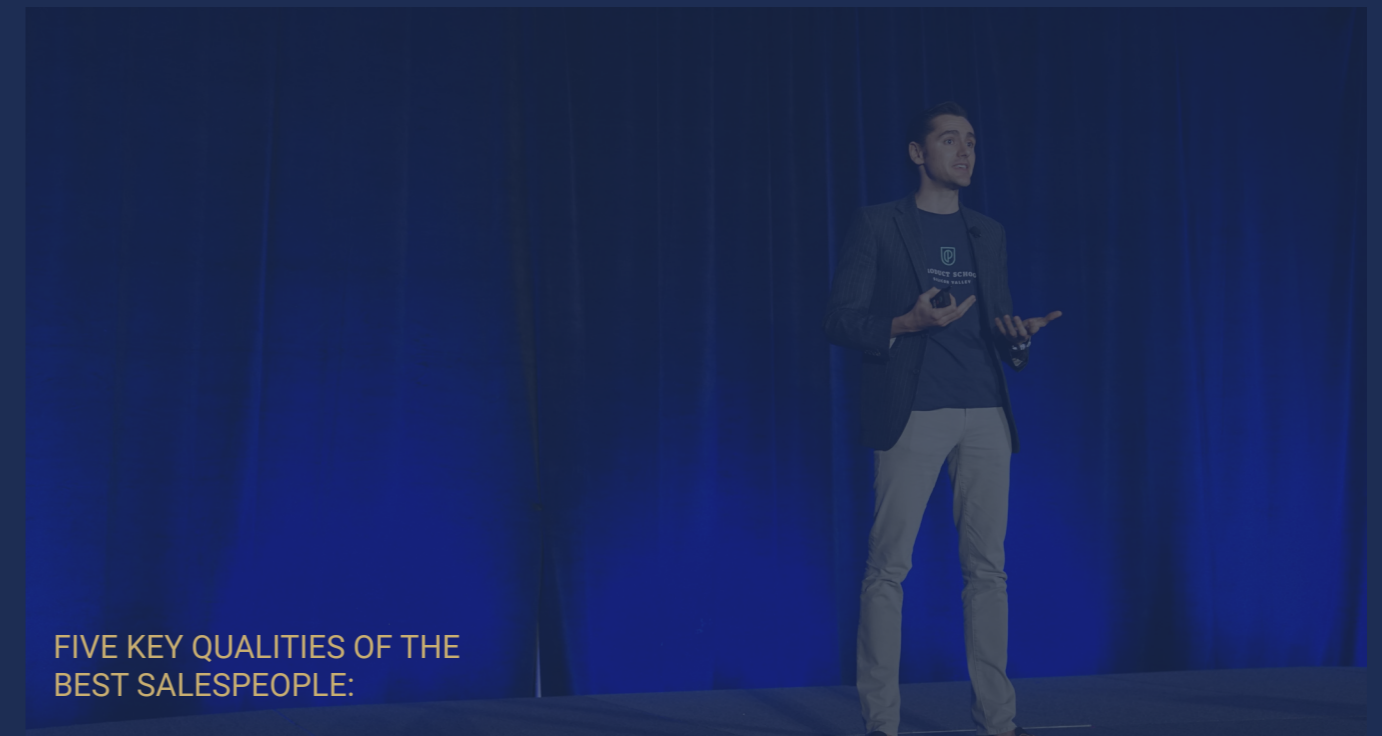
### FIVE KEY QUALITIES OF THE BEST SALESPEOPLE:

1. They occupy the ground they walk on as if they had something to do with the ground being there. This means, they are giving confidence to others. It is their confidence they are sharing with the room.
2. They know a little bit about everything, but a lot about whatever it is they are selling. **You must know what you are selling and be able to communicate this to others.** It is key to know how others will interact with you and react to your products, whether it is in person, online or by a video.

As well as knowing your own product, you must know a little bit about everything. **Keep an open mind so you can observe things from multiple perspectives** and then also deliver them from any perspective.

Your innate knowledge of what you are selling is very reassuring to your customers because they will know immediately that you can show them the function/s of your product, **building trust in you and the product simultaneously.**

3. They are tenacious without being irritating.
4. They are not nice - but they are kind.
5. They like themselves and love what they sell.



## HOW TO SPOT WINNERS

The objective in a business is to make money and bring in the revenue. The role of employers is to make everything possible to allow the employees to be confident in their role/s. **The relationship between the two should be very close as one cannot exist without the other.** While the employer is providing employment, at the same time the idea of a business will not exist or go forward if it was not for the wonderful talent of the employees.

This realisation is being absolutely forgotten by corporations in today's time. **This is what is killing the market and destroying the relationship between consumers, employers and employees.**



Now when looking at the points below with this perspective, you will see how it will benefit both sides:

1. A safe employees' job/position, only when making money for an employer.
2. An employee is useless if his/her position is not a direct contributor, or adds value as a money-maker.
3. Employers are looking for:
  - **Proof of how candidate can make money**, how much they made for the competitor, what plan they have to make money securely, better, and over what they made previously.
  - **Willingness to travel** far and wide, if needed, surviving and thriving for long periods of time away from family and friends. Money requires face time - no matter the technology.
  - **Do not candy-coat mistakes**, bring them to the open, demonstrate how you learned from past mistakes and will not make them again.
  - **Have an aura**, an electric glow, sort of lack of defensiveness mixed with relaxed humility. Employers like to be around such people.
  - **Short, clean, crisp resume** with few fancy words. Complicated resumes end up in the trash. Employers always prefer money-makers over scholars.

## THE ANATOMY OF A PERFECT TEAM

Your team must work like a swiss clock.

If the screws are missing then there is a problem and the clock does not show the correct time. Similarly, if everyone does not work as a team, problems will arise:

- Those not contributing to the company must be discarded immediately.
- Does your business have a team stronger than most competitors in the field?
- If you are missing any of these important players, or if they are underperforming, your business is going to suffer the consequences.

**Be merciless while selecting who remains on board. All team members are equally important but they all need to equally contribute to a team.**



## FIVE RULES FOR SUCCESSFUL PARTNERSHIPS

**A healthy partnership directly reflects on the health of the company.**

Business is always about money, expansion, and reaching and sustaining a competitive edge.

1. Find someone whose strengths are precisely your weaknesses, have a little overlap.
2. Leave your EGO at the door. **"Bench strength"** is a priority. Without the depth a company will fail. Everyone is replaceable, even the business owner.
3. Establish a common goal for the entire team and the business, never interfere with the agreed to or established line of command.
4. Never undermine your partners in public, even if you think they are wrong. Disagreements and divisions must be dealt with, in strict privacy, they cannot be seen by shareholders or employees. Communicate until a viable solution is found. It is like good parenting, never let the kid see the crack in the united parental front. Publicly your business is impenetrable.
5. It is always about the company/ business, never personal. Private life, family problems, personal devotions, personal believes or agendas have no place in your business.

## Vocabulary

### The Business Partner:

Know your weaknesses, smart partnership and cooperation is always a money-making dynamic. Remember, while you are trying to know yourself, you must first know your weak sides. If the counterpart finds out these weaknesses, it will be their strength and vice versa.

In the perfect partnership your business partner will come in with the strengths in the places where you have weaknesses. This is so you can close it and you can work as one whole consolidated organisation.

### The Numbers Expert:

CFO (chief financial officers) must know every inch of the company, goes to bed after everyone else and gets up before others. CFO must be the swifter version of CEO- they are not carrying the whole weight of the company on their shoulders; however, they are able to run the business single-handed if they need to.

As an owner, you must be able to call your CFO in the middle of the night and get answers immediately as the data needs to be logged in your CFO's brain.



### The Sober Second Thinker:

Can be either a legal or PR (public relation) arm. The only person that can say NO to the boss and the boss must listen without question. This person is protecting you and the business legally, financially, and publicly.

### The Efficiency Expert:

Not the boss's assistant. Must know where to find the boss and what opportunities are arising, protects bosses time, has all company's info at fingertips. Keeps an eye on human resources.

### The Home-team Leader:

Must possess all the skills and traits that the boss is lacking. (Often in a family business this role is reserved to the spouse but only if qualified and actively 24/7 involved in the business).

## HOW TO BE A STAR EMPLOYEE:

As an entrepreneur at some point, you will need to work with and for other people. Avoid an axe by providing a firm foothold in the workplace.



- **Pace yourself.** Do not announce your hotshot trajectory, they need to build up naturally.
- **Take “stock” instead of wages.** This is the only way to get rich while working for others. Profit and participate in shared projects, influence the business, be active and engaged instead of just collecting a paycheck for a 9-5 job.
- **Always expand your horizons.** Think out of the box and beyond borders. Know details about the business' competitors, infiltrate the competition by becoming a client and learn about the way the competitive business is carried.

Learn from others, do not be myopic, build on innovations. If a business is a war, then this is the espionage part.

- **Do not brown-nose your boss, be natural.**
- **Your “desk” says a lot about you.** organization is everything, while your workspace is personal it is not the place for family displays, personal hobbies, and other non work or business-related memorabilia.

Never show or give out your personal information as those may and will be used and exploited by the competitors.



