

Concepts for Business Success

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Abstract: Business skills are important for Wellness professionals who want to succeed in their business. This article identifies the fundamental skills of any business personnel, whether an owner or employee.

Key words:

Successful Business

Positive Affirmation

Professional Career

Objectives:

Identify actions of successful business professionals

Develop business skills

Learn basics of daily business tips

Concepts for Business Success

Aristotle stated, “We are what we repeatedly do. Excellence, then, is not an act, but a habit.” The same is true for success in business. Ninety percent of events happen due to the things you did or didn’t do, the other ten percent might be called “luck”. Most “lucky” professionals were prepared when their 90% of good work habit met at the crossroads of opportunity. These professionals understood the important strategies of business and are prepared to serve others. By servicing the needs of others or creating success for others you will gain success. No one will return to

purchase your product or follow your lead if they do not reap the benefit of their investment. Do not get caught in the common mistakes and misconceptions that money equals success. Hard work and awareness of good business techniques on a daily basis will help you give people more than they expect and they will come back to you again and again. Don't wait for your luck to come to you, be persistent. Thomas Edison had thousands of inventions that failed. He tried to create an apparatus that allowed the dead to communicate with their loved ones. If it weren't for the one-in-a-thousand idea of the light bulb, Edison would have never been more than a weird scientist. Wayne Gretsky said, "You miss 100% of the shots you don't take." Action cures fears. You will never be able to overcome your fear of face-to-face sales, entering into partnerships, or asking for funding if you never try. Usually it is not the job that is difficult; instead, it is how you think about how hard it is going to be that makes it so difficult. Just like Aladdin and the lamp, ask and you shall receive. If your first response is "No" ask another professional. Find the right person interested in your business and you will find many "yeses" to follow. By finding the value in other people and situations you will be able to turn any event into good business. Two salesmen may see the same situation completely different, and only one will succeed. For example, two salesmen enter an office to sell computer software upgrades. The owner says they do all business without computers. The first businessman walks out saying, "No business, they don't have computers." The second businessman stays, "Great business, they don't have computers." By realizing the need and the opportunity the second business created interdependence and can help increase the success of the business by adding computers and software. This type of positive thinking has the opportunity for a long partnership. Positive affirmation is not a new concept. Athletes and performers use visualization and positive affirmation before contests and events. By visualizing success, analyzing each step, knowing the

components of success, you will do or become what you visualize. If you fear success or your next business step, you have already doomed it to failure. Before taking the first step towards your new business or new endeavor in your current business, write your goals and the steps to get there on a piece of paper. You are the captain of your business, if you don't make it to port, you will fail. Luckily in business you may have more than one opportunity, but always don't count on it. By navigating through specific deadlines, keeping on track and following through, you will be close to your target. Those who are goal setters, have self-confidence, and are persistent gain success. List your top 5 to 10 daily goals or tasks down every morning. Start with the biggest and most important and list down to those that can be put off until tomorrow if you run out of time. Just like the jar filled with big rocks first, gravel can still be added, followed by sand, and finally water will fill the spaces. If you try to put the water or sand in first, there is no room for the big rocks. Have a plan and make sure you and those you lead follow it. Everyone on the team should know the goals and have them in writing. As a leader of a team and the representative of a business, you must have excellent people skills. To exceed the expectations of your employees, coworkers, business partners or customers you must take personal interest in them. Noticing someone for outstanding work will promote continued hard work. Praising builds self-esteem and the ability to produce quality work will increase. Avoid criticism without constructive assistance. Negative reinforcement only causes discouragement and poor self-image. The best way to motivate others and show your sincere interest is through example. You must be willing to do anything you ask of another individual. Don't expect to have integrity and respect if you ask for more than you are willing to do yourself. If you are not capable of completing a task, either surround yourself with others who can, or educate yourself. Continually increasing your knowledge and business experience, will increase your ability to manage and

create a successful business. Keeping your word and producing what you promise to provide also gain integrity. A successful business professional practices these concepts daily. By creating interdependence between businesses and exceeding the expectations of others, your professional career will be successful.