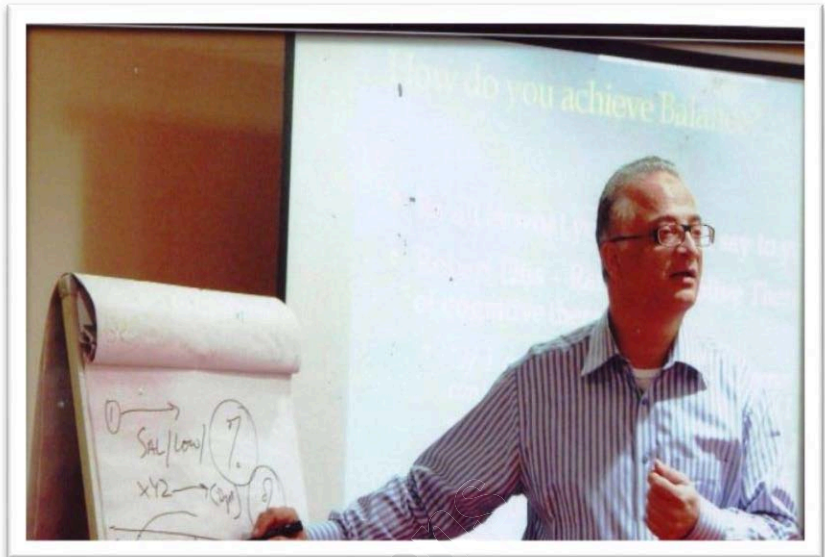


ENOUGH is ENOUGH!

In business world every day brings new problems for the employer. From cash flow to audit issues, from poor sales to human resource matters, business problems usually start as individual problems.

There are three major circumstances assured to land you and your business in the mud. See if you got the same circumstances in your business & personal life. You can only survive by identifying these problems at their root and finding a way to move forward.



- **Apologetic approach.** You cannot please everyone, but if you are so scared of offending people that you apologize for every decision you make, you end up looking weak- and that does not do you or your business any good.

Don't adopt "Actually what happened" approach with a big "SORRY". Let the people make your action a controversial issue, knowing fully well some people won't agree at any cost. Businesses are powered by people, and people have opinions. You don't need an excuse all the time to speak your mind on issues that matter to you and your customers.

- **Ignoring the big problems.** Stop delaying on finding the real solutions to your business problems by focusing and wasting time on tiny fixes. If you sales have slowed, don't offer a discount to attract the buyers. Instead, focus on the deeper issues with your product or marketing strategy. Customers' feedback would be the best choice to start digging.

If you still need some help figuring out the real problems. Get help from Consultants or Trainers of same business field. You cannot be a master of everything just because you or your elders are the pioneers of your business in the market. Consultants/Trainers can offer you the insight you may need to see your business clearly and can ask the tough questions you need to answer to push things forward.

- **Being so nice.** Sometime being so nice to the customer can lead your business to point of no return. Your revenue graph not only will come down but at the same time de-motivation situation of your employees will hurt the core objective of your business. For example, regular customer who treats your employees like crap, can pull you from the market within no time because hardworking and dedicated employees won't remain part of your business. So, stop smiling and pretending that, everything is OK. Your business won't fold just because you give one customer the what-for. When you response to rude customer, get him to change his behavior. It's a win for team morale.

It all comes down to the conclusion that, when your business is stuck, you are the only one who can push yourself out of the muck. So think about it and get help from Consultant/Trainer if you have tried all your strategies. Learn more about solutions to your business as well personal life problems with Malik Nasir Nawaz.