

Building a successful business

Acquiring skills in sales, marketing and leadership will make the difference

IN RECENT years more people have been wanting to start their own business. Yet, many are not prepared to learn some skills that will help build their businesses.

Here are some essential skills and knowledge that are required to build a successful business.

SALES

Many people will rather not do sales, however, it is a fundamental component — since a business is all about selling a product or service.

If an entrepreneur cannot or is reluctant to engage in sales then he cannot expect his prospective clients to buy what he has to offer.

In addition to selling his products to clients, an entrepreneur also has to “sell” his ideas to others.

As an entrepreneur, you need to sell your vision to your team to motivate them to work towards a common goal; sell your idea to potential in-

vestors to interest them in your business and finally, to sell your business prospects to your suppliers so that they can offer better credit terms.

You also have to find out the needs of your prospective buyers. Does your product or service fill their needs?

Many people fail in sales because they neglect to get a better understanding of their prospects. As such, they face a lot of rejection.

As an entrepreneur, you are selling everyday. It's always good to acquire this skill.

MARKETING

This is the favourite of all entrepreneurs. Marketing brings in business.

Unfortunately, marketing can also burn a big hole in your pocket, if you do not know how to market effectively.

Marketing is more than just giving out flyers at MRT stations, advertising in newspapers or via email.

What most entrepreneurs lack is the knowledge of marketing. What makes all these tactics work is more important than the tactics itself.

One of the ways to evaluate your

marketing tactics is to ask yourself if you would respond to your own flyers or advertisement. This can save you money and increase the success rate of your marketing tactics.

LEADERSHIP

This is the major factor contributing to the expansion of your business. When your business expands, you need to have more people running the business.

In fact, you need to hire people who are smarter than you to run your business. Interestingly, smart people will follow a leader who can lead.

You have to learn what your people need. Money is not always the most important “carrot”. Different people are looking for different incentives.

As a leader of the team, you have to show your team the direction. Only when the whole team is moving in the same direction will your business start to grow.

This article was contributed by Mr Joe Lee, director of Actionpreneur Pte Ltd, which



TODAY FILE PHOTO

UNDERSTANDING PROSPECTS: Many entrepreneurs fail in sales because they do not get a better understanding of their prospects.

conducts entrepreneurship training for schools. He is also a trainer and speaker.

Have an article to contribute? Email careerstoday@newstoday.com.sg with your name and company's name. All articles are subject to editing. Publication depends on available space.

MEDIACORP The Choice

MEDIACORP features prominently in the development of Singapore's broadcasting history. We commenced Radio broadcast on 1 June 1936 and Television on 15 February 1963. Today, MediaCorp is Singapore's largest and most established broadcaster with a complete range of media businesses spanning TV, Radio, Entertainment Productions, Movie Productions, Newspapers, Magazines, Electronic Media and other broadcasting services. We are committed to remain as The Choice in Singapore and the region.

MEDIACORP NEWS invites suitably qualified candidates to fill the position of:

CAMERAMAN (Ref No.: MCN/CM/TD051105)

You will operate hand-held cameras or cameras on stand for news as well as documentary production. You should be well-versed at camera set-up and alignment, and other optical effects, and be able to advise producers and reporters on camera techniques and creative camera angles.

You must also have a basic knowledge of lighting set-up and audio recording and be willing to travel overseas when required. You are also expected to perform basic maintenance of camera equipment and other duties as assigned from time to time.

You should have a Polytechnic Diploma/ITC in Electronic/Electrical Engineering and must be prepared to work on shifts and long hours. Those with Class 3 driving licence and relevant production experience will have an added advantage.

E-mail for MediaCorp News Position: apply_career@mediacorpnews.com.sg

MEDIACORP TV12 invites suitably qualified candidates to fill the positions of:

MANAGER, CHANNEL PROMOTIONS (Ref No.: TV12/MCP/TD051105)

You will plan, develop and implement promotional branding strategies for Vasantham Central to raise publicity, awareness and revenue to greater heights. You are required to develop marketing and publicity campaigns on all platforms, liaise with the press on editorial support and interviews, as well as write all press releases. You will also be expected to plan, execute and solicit sponsorship for events, as well as manage all contests and promotional activities.

You should have a recognized Degree with at least 2 years' relevant experience in Promotions and Public Relations, preferably in the media-related/advertising industry. You must have strong contacts with the press coupled with experience in event management. You must be a creative team player with strong leadership and good media relations skills. It is also essential for you to be independent and resourceful, with good organisational and co-ordination skills. It is a must for you to be able to handle multiple tasks under pressure and tight deadlines. Good understanding of the Tamil/Indian culture and language is also required.

MANAGER, PROGRAMME DISTRIBUTION (Ref No.: TV12/MPD/TD051105)

You will be responsible for selling TV12 programmes to broadcasters and other platforms as well as achieving sales targets and developing a market for our programmes overseas. This includes sales to direct lines as well as developing distribution channels to distribute our programmes worldwide. You will develop relationships with existing clients, establish new clients, and organise all materials needed for programme sales. Besides evaluating programmes on the basis of its potential for sales, you are required to organise trade shows and exhibitions, develop marketing and promotions materials as well as compile reports for all copyright holders on sales of programmes.

You should possess a Degree with minimum 4 years' sales experience in dealing with international clients. Experience in managing distributors is essential whereas working experience in the media industry is preferred.

E-mail for MediaCorp TV12 Positions: apply_career@mediacorpvt12.com

Please email your application indicating position applied for (with ref no.) on the subject heading to the respective email addresses by **12 November 2005**. Applicant will receive an auto acknowledgement reply upon successful submission. We regret that no phone enquiries will be entertained and only shortlisted candidates will be notified.