

# FIRST ASSURED INT'L SCHOOL OF BUSINESS



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## HOW TO BECOME A SUCCESSFUL BUSINESSMAN

It is a question of conditionality. No one word answer can make a complete solution and it varies depends on each one. Anyhow, the simple short cut to become a successful business man is to adopt a winning business strategy. But, a good business strategy cannot become a winning formula, if the entrepreneur does not posses the basic business skills. Hence, evaluate yourself critically, before you leap into the business.

Business is an entrepreneurship, run by you. To run the business, you must have the attitude to win. Life is not a bed of roses, but, business is worse, it is full of thorns. The setbacks in the business are most unexpected. Hence, you must be mentally prepared to overcome the hassles that come in the journey. The lives of the famous business people show that these hardships were actually the motivating factor behind their success. Hence, the motto of successful business men must be 'failure is a stepping stone of success'.

Apart from the infrastructure, business is built up on the interpersonal relationships. You must be a good communicator, who can gain confidence of others. The communicational intelligence is the basis of the interpersonal relations and the building up of a good rapport between you and your employees, is essential to lay a strong business foundation. Also, be conscious while the selection of the employees since they are the back bone of the business. The success to attain the assurance of the employees is an indication of your success in the future.

More than all these factors, discipline is the most important quality that a business man has to posses. Discipline implies both self discipline and financial discipline. The past stories prove that the lack of the discipline is the triggering factor behind the failure of most of the establishments. Financial discipline is inevitable since business is the rolling of the money. The finance strategy is based on the mode of the business.

To start up the business, the basic idea must be attractive. In the world of globalization, the competition is high and a substantial idea can only withstand. As the freshness of the idea increases, the chance to succeed also increases. Any how, the idea must be practically viable. "Well begun is half done". You can seek the help of some consultancies to help you to plan well before you launch. In addition to a catchy idea, potential marketing strategies are also essential to succeed in the business. You must essentially know what the target customers require and also be thorough with the latest developments and trends in the field since customers are always seeking the latest.

Level of service and quality of your work will be the main deciding factors for your success in the business. The customers expect pleasing behavior from you and if you could succeed to satisfy them. But, it does not mean that you have to show unrestricted lenience. Efficient staff can assist you to grab the confidence of the customers. However, your direct supervision is inevitable to coordinate it. Keep in mind to look over every unit of the department since the perfect functioning of all the departments is equally important to mould your business.

To add on, the spirit to excel is the necessary prerequisite to become a successful business man. Wise people used to compare an upcoming business man to a spider. As you know, spider does not give up its job to make the net, till it succeeds. Like that the business man also has to work till he succeeds. Remember, no business empire was built in a day; you have to wait for a little time to establish. The perseverance to win will help you to become a successful businessman one day.

Saying says that 'Dream for the sky, then, at least a handful will be yours'. But, to become a successful businessman, your attitude must be to 'dream the sky and ensure that you are at sky'. Try and try, till you succeed.