

## Classic Cock-ups To Avoid

We all make mistakes; here are some you might learn from!

*Imagine the scene. I've run 13.1 miles with 40,000 other people. I'm famished and craving a fatty cheesburger. There are four vending vans and long queues at each. One is larger than the rest and has two queues. I join one of them. Half an hour later I'm at the front and the guy serving tells me that his queue is for chips only. To get a burger you need the other queue.....I stayed put and got my burger* **But** if you want your customers to follow rules, you need to inform them before it's too late. After 30 minutes in the wrong queue, no one's going to welcome being told to go to the back of a different queue and start again.

*Sam is an expert in a particular emerging technology. Spurred on by the growth predictions for the technology, he decided to mortgage his house, resign from his job and set up his own business. Sales were slow to build and he couldn't quite understand why until a friend in the pub told him: 'People aren't interested in the technical argument,' his friend told him, 'they simply want you to say it'll work and focus on the cost saving.'* **Moral:** Don't tell your prospect things they don't really want to know. Let them make the running and once they seem satisfied, shut up! People buy you first and your product or service second

*No matter what anyone tells you, hiring your first employee is the most traumatic growth spurt any business can experience. When life's that frantic, your inclination is not to be a tough negotiator in those recruitment interviews; Electrician Chris was a pushover when he simply ran out of hours in the day. He took on Jason, with whom he'd worked before and agreed to all Jason's demands - then later realised Jason was earning more than he was.* **Moral:** Take time to do the sums before hiring your first employee. Make sure you can afford it, want to grow and not simply start turning work away and recognise that supervising someone new will take up your time.

There are plenty more where those came from if you browse through the articles below.