Everyone’s in sales

Step up
No one is responsible to accelerate your career except for you and here is how you do it.
Pg 03

A noble cause
Good leadership is all about serving others, says chairman of eXfuze and VivaKids
Pg 05

The Hobbit’s journey
Bilbo Baggins’ journey unravels many valuable leadership lessons
Pg 09

Looking good
Learn how to package yourself well in this sequel to Fit and Fabulous
Pg 10

Everyone’s in sales
Top business thinker and author Daniel Pink’s insight on the art of persuasion
Pages 6-7
THE idea for this week’s issue came about a few months ago as I was mulling over the concept of selling. Persuading and influencing people to buy products and services isn’t confined to the roles of sales people.

If you see sales as convincing, persuading and influencing, then everyone’s a salesman. Whether you’re selling an idea, yourself or a product, to customers, colleagues, prospective employers, partners or friends, selling is part and parcel of all our roles, even if the word “sales” doesn’t appear on your business card. Persuading people to come along side an idea takes selling skills, as do job applications and interviews.

We’re sales people to friends and family too. Don’t tell me you haven’t had a friend, sibling, parent, aunt or uncle ask you something about your company expecting you to know all the details.

The nature of human relationships and the tendency to reach to our networks for information turns us all into sales representatives of our respective companies and products. “What’s so good about your programmes?” “Why is your product better than the rest?” For individuals in telecommunications, we ask “I don’t understand your new plans! Can you please explain?” even though they’re in human resources (HR)!

To take this thought of “Everyone’s a salesman” and make it reality in this Career Guide, we naturally reached out to Daniel Pink, author of To Sell Is Human. According to Pink, everyone has a selling instinct because we can all “master the basics of moving others.”

To our delight, Pink agreed to an interview. Prema Jayabal has the article on pages 6-7 this week. To add on to the conversation on what it takes to be an effective salesperson, Hui Yi-Wen does a book summary of The Art of the Sale by Philip Deves Broughton on page 8.

With the end of the year, big films are also out, including The Hobbit: An Unexpected Journey. To enhance your viewing experience as you head to the cinemas to watch this recent release, we have a Movie Wisdom on The Hobbit: An Unexpected Journey, the first of the Hobbit trilogy on page 9.

I hope you enjoy this week’s pages. We’re planning some exciting new content for 2014 which includes getting opinions on HR issues.

So if you’re a reader in the HR field, we want to know what issues you’re facing and hot discussions you’re engaged in at the HR issues.

According to research done by TAS, 67% of sales people fail to hit their individual sales quota. 40% of sales people don’t understand their customer’s pain.

Do you miss free access to journals that you had during your university years? First, not OASIL.com, or Database of Open Access Journals, lists over 9,000 articles which are accessible to almost anyone. They cover a wide range of topics in various languages and best of all, they don’t cost a sen!

Forbes included Sales in their list of 10 Skills that will get you Hired in 2013.

Try to add on to the thought of “Everyone’s a salesman” and make it reality in your world. To our delight, Pink agreed to an interview. Prema Jayabal has the article on pages 6-7 this week.

Studies show women are more hesitant to negotiate than men, and that when they do negotiate they are less likely to make the first offer. According to a survey done by TAS group and Salesforce.com.

The nature of human relationships and the tendency to reach to our networks for information turns us all into sales representatives of our respective companies and products.

“Why is your product better than the rest?” For individuals in telecommunications, we ask “I don’t understand your new plans! Can you please explain?” even though they’re in human resources (HR)!

To take this thought of “Everyone’s a salesman” and make it reality in this Career Guide, we naturally reached out to Daniel Pink, author of To Sell Is Human. According to Pink, everyone has a selling instinct because we can all “master the basics of moving others.”

To our delight, Pink agreed to an interview. Prema Jayabal has the article on pages 6-7 this week. To add on to the conversation on what it takes to be an effective salesperson, Hui Yi-Wen does a book summary of The Art of the Sale by Philip Deves Broughton on page 8.

With the end of the year, big films are also out, including The Hobbit: An Unexpected Journey. To enhance your viewing experience as you head to the cinemas to watch this recent release, we have a Movie Wisdom on The Hobbit: An Unexpected Journey, the first of the Hobbit trilogy on page 9.

I hope you enjoy this week’s pages. We’re planning some exciting new content for 2014 which includes getting opinions on HR issues.

So if you’re a reader in the HR field, we want to know what issues you’re facing and hot discussions you’re engaged in at the moment, be it chum, discussions over certification, or interview styles. Write to us at mystarjob@leaderonomics.com. We’d love to have your input as we continue to develop 2014’s pages. For other readers, please keep your feedback coming to us.

We always enjoy hearing from you. Have a great Christmas and enjoy the holidays. Until next week!

Best wishes,

LILY CHEAH
Editor, myStarjob.com
Take Charge of Your Career

It's futile to expect your bosses to accelerate your development

By Roshan Thiran
rshan.thiran@gmail.com

In my previous role as human resources (HR) leader, I had to deal with Heather (not her real name). Heather had faithfully served the organisation for more than 20 years but was rarely visible. As part of a restructuring, Heather’s role had become redundant. Heather was extremely upset and angrily voiced her frustration that her loyalty and achievements meant nothing to the organisation.

As she spoke, a sad reality started to dawn on me. Heather had spent 20 years working very hard and waiting in futility for her company to manage and take care of her career. She toiled in her tasks, but took no part in planning and managing her own career, depending instead on HR and her “bosses” to “take care of her career.” Unfortunately for her, her dependence on them didn’t quite pan out as she hoped.

Heather is not a case in isolation. Surprisingly, many people truly believe that their HR department is planning their careers.

Part of the problem may be because HR leaders tend to try to “play God” and convince people at the hiring stage that there is a grand plan for their careers and HR will brilliantly orchestrate this pre-ordained journey up the corporate ladder. But having seen and worked in some of the best organisations in the world, I know for a fact that most companies don’t really have career plans for their entire organisation. There may be a handful of organisational charts that monitor a select group of high-potentials but for the majority of us, our future is not mapped.

We Are Unique

Career planning is an individualistic process. No two people are the same, have the same background, or have the same career aspirations. Each of us is created distinctively different with differing ambitions and expectations, and your bosses (or HR) may not know what these are (as they may change often).

This is why it is close to impossible for HR or your bosses to play the role of your career planner. Even though it is comforting to think that “my company is looking out for me,” we should liberate our minds from this myth.

The Myth of Expecting

Somehow, because our good grades in school got us into university and our good performance in university got us a great job, we believe the same applies at work.

We believe that if we work hard and stay loyal, the company will take care of us and somehow at the tail-end of our career, we will be in a senior role.

And this is reinforced when we look across the organisations and see some examples of how these “loyal” leaders are bosses. But unfortunately, that was the world in the past where loyalty was usually rewarded.

The 21st century is a whole new realm. In the past, holding the same job showed loyalty and enabled you to be an expert in that role.

In today’s changing and evolving world, lack of career movement may indicate to the world that you have stagnated.

Many people think, “If I work extra hard, I’m going to get noticed!” But it doesn’t work that way. If you want to advance, some of the responsibility falls on you,” claims Michael Slade, a HR director.

The first female partner at Accenture, Susan Butler, who authored the book become the CEO of You Inc recalls how early in her career she would throw herself into each project assigned to her. Yet, when time came to be promoted, she never got the advancement.

“I didn’t know, but I learned this later, that I needed to perform the job I wanted before I got promoted,” she explains.

I believe you need to approach your career as if it were a 5D bird. If you set yourself up as you would a company, you would then have to formulate a business “career” plan, assemble a board of directors who will advise and help your growth and be proactively looking to “sell” yourself, just as a company would sell its products or services.

“Many of us are letting things happen to us rather than making things happen for us,” warns Butler who raps those that play victim and wait for circumstances to “happen” in their lives instead of proactively driving growth in their lives.

She adds “we only have one life and if we don’t take responsibility for it, who are we outsourcing it to?”

Some of us may have mistakenly outsourced our careers to HR or our managers. Don’t do that – it’s your future and it is too important to leave in the hands of others. Don’t let others define your future.

But we can change that dependence and quickly take on personal ownership of our careers. But having depended on “others” all our lives, starting to take charge of your own career can be a daunting task.

So Where Do You Start?

At the Olympics, the best athletes win gold. But before they struck gold, they first ingrained in their hearts the goal to win that gold.

Everything begins with a goal. Remember, you only win a football game if you score goals. The same applies to your career. The only way to win in your career is to have goals.

Write down your goal. A study conducted by Gail Matthews at the Dominican University clearly establishes that “those who wrote their goals accomplished significantly more than those who did not write their goals”.

Some believe Abraham Lincoln’s success was due to him writing down goals. In fact, he claims, “A goal properly set is halfway reached”.

Then share the goal with others. Sharing it creates accountability and commits you to work on the goals.

The final step is to build a plan to achieve those goals and execute on the plan. You must own your career plan. Don’t wait for others to provide feedback or make a decision on your next move.

Understand your strengths and development needs and develop a proactive action plan. You won’t meet your career objectives unless you face up to where your skills are strong and where you need help.

Don’t be afraid to ask for support and advice along the way. Clement Stone reminds us “no matter how carefully you plan your goals they will never be more than pipe dreams unless you pursue them with gusto.”

Final Thoughts

At the end of the day, your growth and career destiny is solely your responsibility.

This means, you will need to determine what competencies, skills and expertise you need to achieve your career goals and then it is your responsibility to attain that experience.

So, stop blaming others and take full responsibility for your own career. Nelson Mandela, while in prison, read a poem on the unachievable soul. The poems ends with these lines: I am the master of my fate, I am the captain of my soul.

There are many things in life that we have no control over. Our career is not one of those areas. We can be the master of our careers – if only we take responsibility.

Roshan Thiran is CEO of Leaderonomics, a social enterprise. He believes that everyone can achieve greatness if only we try to reach for the stars and take charge of our lives and goals. To follow Roshan’s daily leaderonomics wisdom, subscribe to www.facebook.com/roshanthiran.leaderonomics
FACE REALITY
AND NOT YOUR IMAGINATION

By SIMON SINEK
mystarjob@leaderonomics.com

I have been on many occasions when I’ve been on a plane and we hit some bad turbulence that my heart started pounding. I am not a nervous flyer per se, but sometimes I imagine elaborate scenarios of all the things that are going wrong in the cockpit and it freaks me out. I’ll hear strange noises sometimes, and think it’s the end. I’ll start sweating. My heart will start beating harder and faster.

It happened last night again. I was on a flight cruising across the country to San Diego when the lights on the plane went out. I was concerned... not overly... but I certainly started to imagine why the lights went out.

Did something short out? Was there spark? Does old wiring catch fire? Then, about 30 minutes later, the lights went out again. This time, my heart pounded a little harder. Then, about 20 minutes later, they went out again.

A movie was playing on my iPad, but I couldn’t focus on it. My eyes were peeled out the window instead, I was watching the wing and the engine to make sure everything was ok.

Staring out the window, I noticed that the stars were turning. We were turning. A huge turn. Aircraft make course adjustments throughout a flight. I know that, but when you’re heading across the country, there is no need for a 90-degree turn. My breathing became shallow. My imagination was racing. I needed to put my mind at ease.

I hit the flight attendant call button. “I’m probably just being a nervous flyer,” I told the flight attendant, “I noticed the plane making a huge turn and have no idea why we’re making a huge turn. Perhaps you could ask the captain to come on the PA to let us know what was happening,” I suggested, knowing that hearing the captain would stop me from sweating.

The flight attendant leaned in and said, “we’ve lost one of our generators, but we have another one.” My brow started to sweat profusely. “Is it dangerous?” I asked. “We have a second generator,” she replied with false confidence. She looked shaken. Not a minute later, the captain came on the PA. “Ladies and gentlemen,” he began politely, “we’ve lost our right engine generator and we’ve lost our APU.” He said matter-of-factly referring to the auxiliary power unit – the plane’s back-up power generator.

“Procedure dictates that in a situation like this, we divert, so we’re going to be landing in Oklahoma City.”

It was at that point, I started to relax. I didn’t know why I was so relaxed, but I was. When I imagined something was going wrong, my heart was pounding. Now that something was wrong, I was cool as a cucumber.

The flight attendants came on the PA and asked us all to store our electronics, put our seats up, our tray tables away and prepare for landing. “I’m not sure when we will be landing,” she said, “the pilots are busy, but we’ll be landing soon.”

About five minutes later we began to descend. There was a pretty thick cloud cover, so I couldn’t see the ground, though now and then I could see some hazy city lights through the clouds. I remarked to myself under my breath, “why are you so relaxed?”

I was in disbelief. Getting wrapped up in my imagination I can bring myself to a near panic state. And now, when my heart should be pounding and I should be sweating... I wasn’t.

I paid attention to the landing procedures. Our aircrafts were making a slow descent and I didn’t hear the wheels go down.

Again, I spoke to myself out loud and under my breath, “no wheels.” And then actually continued to calmly declare, “well, if we have no wheels, I guess we’ll land on our belly.”

The whole time, still remarking in disbelief how completely relaxed I was. I almost wanted my heart to speed up – it seemed more appropriate.

The wheels deployed shortly after and we landed safely in Oklahoma City with fire engines and ambulances lining the runway.

We came to stop and were escorted by a whole fleet of emergency vehicles to the gate. I think the whole plane sighed a collective sigh of relief; it certainly was nice to be on the ground.

I made a few calls to let folks back home know what was going on. It was only then, telling the story, did I get a little emotional and feel my pulse rate increase. But we were ok and I found my composure pretty quickly.

I stayed the night at an airport hotel, still calm, waiting for an after-shock of panic. But it didn’t come. I wasn’t the least bit bothered by all the inconvenience of getting stuck and trying to get back home. We were safely on the ground and that stuff was just plumbing.

Lying in bed that night, I replayed the events of the evening back in my head, still amazed at how relaxed I was. I also realised how our imaginations get the better of us.

The number of times I’ve imagined scenarios where I was going to lose everything at work if I made the wrong decision. The number of times I thought my career was over because of something that happened outside my control.

Or, armed with only the proof or scenarios I conjured up in my own imagination, I thought people I liked or worked with were planning to abandon me. Yet, in reality, I still make decisions. I still take risks and make mistakes. Things go wrong all the time and yet we deal with them... and life goes on.

When things are fine, we look for all the things going wrong. We imagine. We fester. We worry. When things really do go wrong... and things always go wrong... we deal with it.

We look for all the things going right. Before the captain came on, I could only see the lights going out and imagine a fire behind the walls. Once we were making our unscheduled landing with only one working generator, I listened for the flaps and wheels to deploy – signs of things going right. This sudden change of perspective in times of danger – perhaps it’s our survival instinct, a way we’ve developed to increase our chances of survival. Or perhaps, in times of stress and adversity, there really is hope and opportunity.

As an end note, I would like to thank the flight crew of that Delta flight. I didn’t get to thank them in person. They were grace under pressure. And the ground staff that greeted us at an all but closed Oklahoma City airport, they were fantastic. I’ve never in my life experienced such remarkable service and generous spirit.

Simon Sinek is a trained ethnographer and author of Start With Why: How Great Leaders Inspire Everyone to Take Action. An optimist, he believes in a bright future and our ability to build it together.
By CINDY YAP
mystarjob.com, Saturday 21 December 2013

O NE can’t help but be inspired by the energy of Rick Cotton, chairman and founder of eXfuze and VivaKids.

An astute entrepreneur and a dynamic speaker, Cotton is well respected in the direct marketing industry not only for his understanding of the industry, but also for his immense passion for the community.

VivaKids is a non-profit organisation founded by Cotton dedicated to providing for needy children around the world, whilst eXfuze is a network marketing company primarily distributing a revolutionary nutritional drink, SEVEN+.

Behind the success of eXfuze, which has since expanded to some of the strongest direct selling markets in the world, lies a humble story of the real reason why eXfuze was formed.

Cotton shared with The Leaderonomics Show how he wanted to create something to fund his community efforts on a long term basis in his mission to “make the world a better place”.

He and his team then researched to identify what was working best in the marketplace and as a result, eXfuze was born.

"IN THE BEGINNING"

Cotton relates the story of how he, an American footballer-wannabe, went to Ukraine right after university to play American football and was given the opportunity to work with underprivileged children for 10 days while there.

“I had the chance to work with kids who didn’t have what we grew up with and weren’t as blessed as we are. It absolutely changed my life,” says Cotton.

Thus began his extraordinary journey to, in Cotton’s own words, get children off the streets. Cotton stayed in Ukraine for two years, Venezuela for five years and Mexico for the next couple of years, serving as a mission-ary and hosting short mission trips around the world and establishing schools for the underprivileged children.

He busied himself with a non-profit ministry developing businesses and programmes to benefit the mission. This is when VivaKids was formed.

"MAKING THE WORLD A BETTER PLACE"

When Cotton and his wife, Ann start-ed eXfuze, one of the mandates was that 1% of the gross sales should be channelled back to VivaKids.

“Ann and I remain dedicated to our mission to provide for needy kids globally. Profits are never our focus,” explains Cotton.

“The earlier years were a challenge, as we weren’t making money and were in the red,” he recollects. “It’s a little easier now to contribute a bigger amount month after month as we are now profitable.”

Cotton further adds that the main challenge faced in setting up and building the business back then was putting the right people together and building the right dynamics of a great team, as “it involves blending people with different cultures and laying the right foundation.”

“It is, in fact, a challenge which we have to work on every single day. I always tell my leaders to bring us the right people – people who really want to make an impact and not just to make money,” he says.

“Money is a great tool, but that’s all it should be – a tool,” offers Cotton.

One can really witness the passion in Cotton when the topic of VivaKids is brought up, as he speaks about VivaKids with such burning desire.

“We have missions all around the world, primarily in the Dominican Republic where I worked for 12 years, the Philippines, Mexico and different unique projects globally,” Cotton adds.

“That was one of the best life lessons I’ve got,” Cotton muses.

Cotton opines that an ideal leader is someone who has a tremendous heart, gives back to the community and lifts others up to be better than them. It is his wish to instil such leadership culture within the company, although he acknowledges that such a leader is a rarity in our society today.

“That’s the reason I like direct selling – it cultivates leadership, which involves influencing people. We have an inspiring story in Japan, where we encountered a group of young men who came out of gangs and rebel lifestyle. I shared what eXfuze can do for them to change their lives,” Cotton adds.

“Great leaders give people second chances. This is what we’re doing in eXfuze.”

"SUCCESS NUGGETS FOR BUDDING ENTREPRENEURS"

Cotton readily admits that direct selling is not for everybody but advises: “University teaches us certain principles, but fresh graduates must invest in themselves to pick up vital leadership qualities and to nurture the entrepreneurial spirit.”

When asked on his advice to leaders who are keen to grow a business like eXfuze, Cotton guffaws: “Join us!”

On a more serious note, he has this advice to offer:

1. Get out of your bubbles: Start looking at the international world we live in, understand the different languages and join arms with the different cultures.
2. Work hard and be determined.
3. Always be mindful that money is just the means to an end.
4. Bring out the driving force within you: Identify what drives you through disappointments - when people say “no”, when you can’t get those investors, when you hire the wrong people or when relationships go wrong.
5. Ultimately, these are the positive attributes which we strive to inculcate within eXfuze,” Cotton concludes.

Moving forward, Cotton wishes to see VivaKids and eXfuze continue to multiply around the world to benefit the needy children – who are “the very reason for their existence.”

To watch this video and for more Leaderonomics Show interviews, visit www.leaderonomics.tv

NOBLE CAUSE BEHIND A NETWORK MARKETING COMPANY

RICK COTTON’S HONOURABLE MISSION AT THE MARKETPLACE
By PREMA JAYABALAN and LILY CHEAH

Penn’s been translated into 34 languages and has sold more than two million copies worldwide. In 2013, Thinker

PREMA JAYABALAN and LILY CHEAH

...and in ways that will make more sense of the world of commerce. It’s part of what we now call “non-sales selling.” Like it or not, we’re all in sales today. The United States is a case in point.

Penn shows that the most successful salespeople in the world. We spoke to Pink on the role of salespeople, and named him one of the top 15 business thinkers of the year.

By Daniel Pink

Daniel Pink’s books have been translated into 34 languages and have sold more than two million copies worldwide. In 2013, Thinker Pink is the author of five books that...
NCIE upon a time, a child was born into a loving, comfortable family. One terrible day, disaster struck and the child was left orphaned, alone in the world with evil lurking in the shadows. Thus begins the storyline for many well-loved fairytales and superhero stories. Spiderman, Batman, Cinderella, Snow White—the classics stay firmly in our memories because of the universal struggles and triumphs of good against evil that resonate deep within us.

Like any good tale, a good sales process plays to our subconscious, demanding our attention and holding us rapt until the very end. The greatest salesmen, says author of the book *The Art of the Sale*, Philip Delves Broughton, don’t need to sell the features of their products or services. We just naturally want to buy from them. The key to this is the sublime art of storytelling— the compulsive need to win and hold the attention of others.

In the book, Broughton tracked down anyone who could help him understand the heart of achieving greatness in sales. From the master merchant in the depths of Morocco’s antiques markets, to Japan’s top insurance saleswoman and on to the maestro of American televised infomercial, Broughton found a wealth of insights, methods and principles to selling successfully.

But more than just a book for a sales practitioner, *The Art of The Sale* throws out deep truths of how we live out our entire lives as salespeople, persuading others to see us the way we wish them to, and getting our way in this world.

We take a look at the aspects of storytelling that could make or break a sale. Broughton describes the process of storytelling across three essential stages. From the ancient Greek plays to today’s blockbuster movies, these steps have withstood the hard test of time.

---

**STEP 1: AN INCITING INCIDENT**

In the Spiderman universe, Peter Parker’s loving family environment is suddenly shattered when his uncle Ben is shot dead by a passing robber. In an instant, his comfortable life and his stable family environment is suddenly shattered. Broughton defines this world.

---

**STEP 2: A CLIMATIC STRUGGLE**

Bateman vs. Bane, Holmes vs Moriarty—all our favourite stories contain universal elements of the hero struggling to establish a positive difference, with the enemy trying to disrupt at every step of the way. Athony “Sully” Sullivan, the infomercial pitchman on many of the US TV commercials, believes that good salesmen are able to sustain long-term success by being alert to the customer's struggles to solve their problem, be it emotional or practical. Similarly, Moroccan merchant Abdel Majid Rais El Fenni, mentally categorises his sales leads and tailors his approach accordingly. Majid recognises that every customer who walks into his shop struggles with a specific need or to match up to different expectations.

Usually it is never as simple as buying an exotic carpet to liven up a room, but a precise problem or service by bringing the customer to feel safe and satisfied. Immediately perceiving that customer's idea of “best” meant the “most expensive”,

**STEP 3: A RESOLUTION**

At the climactic struggle in almost every story, a lifeline is given, enabling the hero to triumph against trials and tribulations. Intimately understanding the customer’s internal hero story allows the salesperson to accurately help the customer achieve what they want. Recognising that Ariel, the Little Mermaid, desperately wanted to be on land with her human prince, the sea witch Ursula closed her deal.

Thus begins the storyline for many customers. As a result, Ariel willingly gave up the very thing that Prince Eric would recognise—the beautiful voice—in order to be with him for three days.

In Majid’s shop, the rich Texan instantly bought the most expensive rug—not because it was necessarily the most aesthetically beautiful, but because Majid correctly assessed the Texan’s inner hero story and put out an accurate call-to-action.

**STORY POWER**

When we read a book or watch a movie, we often judge the work on how compelling the storyline was to us, and the skill of the director and production team. Similarly in sales, a good story is ultimately a tool to establish a relationship between the salesperson and the would-be customer.

Through stories, the salesperson sells the product or service by bringing the customer through their own imaginary hero story of conquering their problems with the seller’s solutions. Usually however, most of us function in environments where many vendors and goods can satisfy the customer’s requirements. Ultimately the competitive advantage lies in the hands of salespeople who can tap into the power of stories to sell themselves on the value of their work.

And with great story power comes great responsibility.

---

**The Art of the Sale, Learning from the Masters about the Business of Life, by Philip Delves Broughton, is published by Penguin Books. It is available at all leading bookstores.**

---

**By PREMA JAYABALAN**

**prema.jayabal@leadonomics.com**

For most of us, the words “sales” and “marketing” mean the same thing. We associate sales with marketing and vice versa. When we see a sales person, we assume that the same person does marketing too.

Well, sales and marketing are not the same thing. They may come under the same division in most organisations but the job scope is certainly not all the same. Below are a list of differences between the two to help us understand what each role actually means.

**1. Sales is very much driven by relationship.**

Once a product is created for a customer’s needs, sales people take on the task of analysing a limited group of people whom they feel will benefit from the product and start working on persuading the customers to purchase it.

The customer is usually one particular individual whom they can liaise with. They do not develop a product.

Marketing on the other hand, is data driven. Marketers usually take on the task of identifying customers’ needs.

This is done through research, analysis of data and tests, and focusing on target audiences that come in a large quantity.

Once the need of the target group is identified, then a product is created to cater to those needs and promotions and advertisements are carried out to introduce it.

**2. Sales people focus on numbers and their main aim is to generate purchases and keep orders flowing in.**

Their focus is on fulfilling sales volume objectives. They try their level best to get as many buyers as they can for the products that have been put under their care.

Marketers generate leads, catering and fulfilling customers’ needs and requirements by providing products or services that best suit them.

**3. Sales is all about selling. They are focused on selling whichever product they have as that is how they make their commissions.**

Sales people are known to be persuasive as they try to influence you into buying their products or services. A good sales person is tactful and good at convincing you to purchase their products.

Marketers on the other hand focus on managing reputation by creating a good product and advertising it in a proper manner. They are paid a salary and don’t go just by commissions.
By WENDY LEE
mystarjob@leaderonomics.com

LAST month, I started writing about how to package yourself well and make a great first impression. We all come in different shapes and sizes. Although we’d like to highlight our best features – long legs, broad shoulders, slim waist, we need to be perceived first as an attractive wholesome package, not as a separate body part. This will encourage people to look a little deeper and get to know you as a person.

Carrying on from where I left off, here are a few more tips to dress well and make a great first impression in any setting.

Ever since Cinderella won her prince in shining armour with her glass slippers, girls have been obsessed with shoes! Any time sales hit our retail shops, girls will go into a buying frenzy, buying the same designs in five different colours!

Your choice of shoes can break or make you. It is not easy to find shoes that are comfortable, yet chic at the same time. But certain brands have bridged the gap not only between comfort and style, but affordability as well. So, there is no reason you should still be in your Grandma’s shoes!

The Good
A. Heels don’t lie. We can practically tell if a shoe is of a current style or not by just looking at the heel of the shoes. Unless you are in a teaching profession, which requires you to stand eight to nine hours a day, then pick a slim heel to make you look graceful.

B. Shoes that are tapered or pointy, will always make you look longer or narrower.

C. And the lower the vamp of the shoes, the taller the wearer will appear to be.

The Bad
A. Spice Girls’ platform shoes were never fashion’s favourite. They make your legs heavy and shorten your whole body.

B. Straps around the ankles and T-Straps will interrupt the vertical line of your legs, making you look shorter, and ankles wider.

The Ugly
A. Unless you are involved with creative arts, mismatched shoes and outfit will cause indigestion. So, forget these combinations: i. Shorts with heavy boots
   ii. Long skirts with ankle straps
   iii. Jeans with flats

B. If you have heavy cuffs and ankles, ultra pointy toed stilettos will make you look as if you will tumble anytime!

C. If the shoes can’t fit, don’t wear them! Camel toes are an ugly sight. So, don’t squeeze your toes into a small vamp!

Design lines have the power to visually increase height, decrease weight, enhance your good points or camouflage your flaws. And among the various types of lines – horizontals, diagonals, verticals, vertical lines are still the best! The faster our eye scans a line, the longer and narrower the area will appear to be. Which means, when you wear vertical design lines, your body will appear longer and leaner!

Let’s look at a few vertical options:

LINES
A. The thinner your stripes are, the slimmer you will appear to be, as it divides your body into smaller areas.

B. The smaller the distance between the lines are, the thinner you will appear to be.

DESIGNS
A. Vertical design influence can be created from internal design lines or embellishments. For example: placement of buttons in the middle, ruffles, lace, zippers, V-neck line, etc.

B. The best vertical influence is one that runs down the centre of your garment or body, as it cuts your body into two equal halves. For example: if you leave your jacket open, or if you wear pants rather than skirts.

A WORD OF CAUTION
Vertical stripes are deadly on tight, stretchy fabrics. It will follow every single bulge and bump along the way. If you are bottom heavy, stretchy leggings with visible stripes will showcase everything you are trying to hide!

ACCESSORIES
A. A long necklace not only adds interest to a plain outfit, but also elongates your torso significantly.

B. One of the most versatile accessories that one can have is a scarf. You can just hang your scarf inside your jacket, underneath your lapel, or make it ala tie straight down in the middle, etc. These tricks will cause your eyes to unconsciously focus on the lines, and slim you immediately.

Wendy Lee is the president of Mabic (Malaysian Association of Brand and Image Consultants) and a director at Brand Image International Institute. She is a firm believer that with style, there must be substance!
H ave you ever been in a situation where you would like to strike a conversation with someone but you are not able to because you lack the confidence to do so? Do you feel like a loner when you attend group sessions, parties or even during lunch with your colleagues? Has there been a scenario during a job interview where you failed to land the job not because you are technically or intellectually incompetent, but because you are overly introverted? Developing social skills is imperative to achieve success in any area of your life be it in your relationships or career advancements.

Social skills are needed to engage positively with families, colleagues, bosses and friends. Social skills are essentially a set of skills people use to interact and communicate with one another including verbal and non-verbal communication. Verbal communication includes the choice of words and phrases. Non-verbal communication which is equally important comprises facial expressions, body language and eye contact.

With good social skills you can effectively improve what you say and how you say something during an interaction. Max Messmer Jr in his book Managing Your Career for Dummies writes that “your career success in the workplace of today is independent of technical expertise and depends on the quality of your people skills”. That statement goes to great lengths to illustrate the importance of social skills in your life.

DanielColeman, expert on emotional intelligence, once shared that social intelligence emerges as the make-or-break leadership skill set as for one, where leadership is the art of accomplishing goals through other people. He adds that to lead, you need an additional interpersonal skill set: you have to listen, communicate, persuade, and collaborate.

To be an effective leader, you need to be able to build relationships, inspire, motivate and communicate powerfully and that is when your competency in social skills will shine and bring you to the next level. Ian SanTony-Fernandes, a renowned entrepreneur uses his admirable social skills to interact with his workers and to assist him in making business decisions. He adopts a “walk about” management style and even works on the ground as a cabin crew for a few days every month.

When it moved from the 737 to the Airbus, his employers said they needed belt-loaders which would have cost millions. During his experience working alongside his staff he almost broke his back loading the plane and he understood the dire need for the belt-loaders. His leadership style requires effective social skills that in turn helps improve the business overall. Social skills are extremely important during job interviews. Believe it or not 55% of your communication relies on your body language. That implies how you say something carries more weight that your actual words.

Focus on being articulate and appearing confident without being arrogant. Your likability during an interview process plays a determining role in hiring decisions. You ought to build a rapport and make a strong connection through your body language such as smiling appropriately and listening attentively.

USA Today published an article about how several human resource executives said that prospective employees between the ages of 18 and 34 most commonly displayed inappropriate and unprofessional behaviour. It blamed the social media for stunting the social skills of the young people due to the casual way of communication via tweets and text messages.

Best Brain Smoothie
The No.1 Brain Drink

By TERRY SMALL
mystarjob@leaderonomics.com

BILL Cosby, that well known neurologist said, “I am what I ate and I’m frightened.” He was right, especially where the brain is concerned. Food has the power to heal the brain. Good nutrition can balance and support healthy brain chemistry, without drugs.

The results can be felt within minutes. I have been telling people for years in my live presentations that what we consume directly influences our thoughts, feelings, and actions.

Here’s what the research says:
- Food can determine whether you are happy or sad
- Healthy eating can optimise your brain function
- Your diet provides the fuel for cellular renewal
- Brain foods “just proof” your brain and body
- Antioxidant-rich foods protect your brain from free-radical damage and the list goes on...

In short, if you want a great brain eat nutrient-rich foods every day. Expect a surge of energy and brain focus. These foods contain the amino acids tyrosine and tryptophan.

The combination of leafy greens and fruit boost dopamine and serotonin. Dopamine boosts your attention and memory. Serotonin improves your mood, learning, and curbs appetite. Remember: one life, one brain... look after it.

Is there such a thing as memory in a cup? Yes there is.

The next time you are experiencing “brain fog” brew yourself a refreshing glass of iced green tea. It is a cognitive boosting brew and it’s my No.1 choice for a summer drink.

Well, what are you waiting for... start brewing and enjoy the rest of the summer.

Here are several ways to improve your social skills.

INTERACTING WITH NEW PEOPLE
Even if you currently lack social skills, the only way you can improve is by practising and meeting new people. The more you interact with people, the better you will become.

ONE AT A TIME
When you are trying to improve your social skills, it can be overwhelming when there are many different skills to work on such as conversation-al skills and body language. Choose one set that you wish to improve on at a certain time frame and patiently work on it.

GET TO KNOW SOCIALLY SKILLED PEOPLE
Interact with people that practice good social skills. This is one of the best ways for you to improve your own social skills as you will naturally over time gain insights about their good mannerism. As Andrew Carnegie once said “As I grow older, I pay less attention to what people say. Just watch what they do.”

VARIETY OF RESOURCES
There are various resources to effectively improve on your social skills. You can insinuate with websites such as improveyoursocialskills.com. Books such as How to Talk to Anyone by Leil Lovewriter and What Every Body is Saying by Joe Navarro may help improve your social skills.

To sum up, mastering social skills is a great opportunity to scale new heights and beyond as this will assist you in breaking your comfort zone and broadening your horizons. The best part is that social skills are learnable! It takes time and effort to master this valuable set of skills but it is certainly worth accomplishing.

http://mystarjob.com, saturday 21 December 2013

myStarjob.com, Saturday 21 December 2013

---

Here is one of my favourite brain foods. I especially enjoy this on summer afternoons.

Brain Smoothie

1. Get a good blender.
2. Put in a little water.
3. Add organic apple, or pear (or a bit of both) – skin on, seeds removed; half a banana; one pitted date; and a handful of organic, baby spinach (other leafy greens work, too) (a good ratio is 40% greens, 60% fruit)

4. Add more water, if necessary (to up it even more, add a bit of avocado and kelp powder)!

5. Blend until smooth.

“LET FOOD BE YOUR MEDICINE.”

HIPPOCRATES

Congratulations on learning something about your brain today. The Brain Bulletin is committed to help to do just that. Always remember: “You are a genius! Enjoy your brain.

Terry Small is a brain expert who resides in Canada and believes that anyone can learn to learn easier, better, faster, and that learning to learn is the most important skill a person can acquire. To interact with Small, email mystarjob@leaderonomics.com
DEAR ISMAIL,

This is clearly not an easy choice but it is one that you alone must make. At the end of the day, only you can decide what you really want and what is more important to you, after considering the various trade-offs. In reaching your final decision, you may want to compare your options taking into account the following factors:

REWARD vs. RETURN

The temptation to move arises from a very good offer on the table, one that would help you ease your financial commitments. Naturally, for many of us, providing for our family is a priority.

The extra income will help. However, in securing the higher income (return), are you exposed to a higher risk (as is the case with investments)? Your current position seems secure especially when you appear to be uniquely qualified.

How secure is the job on offer? This is something to evaluate especially if part of the motivation is better financial stability. You should look both at income and risk.

SHORT VS. LONG-TERM

There is always a potential tradeoff between short-term and long-term. In part of your question, you highlight that your current job offers good prospects for short-term, whereas the job offer immediately offers in the short-term better income. I am personally biased towards decisions based on long-term considerations.

However, there is also a contradiction in that you say it is your dream to eventually join the corporate giant, as job offers move you to new tasks which would put you in better steady long-term. Wouldn’t there also be long-term prospects with the job on offer?

INCOME VS. GROWTH

Linked to the issue of short-term versus long-term, is the prospects of growth; that is your personal growth as a professional. You would have to evaluate, beyond just income on the table today, what is the scope in both options in terms of a foreseeable career path.

Is the role something that fits with your ambitions? Do have the conversations with your current management on their plans for you or what path you can pursue, in addition to discussing with your prospective employer your growth prospects.

CAREER VS. FAMILY

Many like you are faced with what appears to be a choice between personal career ambitions and the needs of one’s family. My only advice is “own” the choice you make. Do not for example, have in your mind, making a choice for your family’s sake supposedly at your expense — especially as you might end up blaming them if things don’t work out well.

Even if you choose to prioritise your family’s needs, it should be because that is what would make you happier, based on your personal priorities.

I wish you all the best on your decision. However, to put it in context, having options is a good problem to have. Some say, it is not so much the decision but what you do after that to make the most of it. I’m confident you’ll succeed in whichever path you choose!

Regards,

JOHAN MERICAN

DEAR CAREREOMERS,

I am currently holding a good position in a multinational corporation and enjoy regional and international exposure. I am the one who is qualified to perform my current task in this region.

My contributions have been recognised by the senior management and I can see I have a good career prospect if I stay on for the long term.

Recently, I have been approached by a corporate giant in my industry and the package offered to me was really good. It is my dream to join the company someday knowing that it is one of the Top 10 most demanded employers globally at the moment.

With that kind of offer, I could ease my financial commitments as my spouse is a full-time housewife, I can build up my saving fund, help my parents and provide good education for my children.

I find myself standing at a junction. I don’t know which road I should take. I have a positive sight with my current company, I wish to stay long-term, but on the other side, commitment to my family seems to be on top of the list.

I seek your advice on this situation.

Thank you,

ISMAIL

If you have any suggestions or feedback on our content, get in touch with the Leaderonomics team at mystarjob@leaderonomics.com.

For advertising and sponsorships, contact ian.kee@leaderonomics.com - 016 744 7087

Also next week

Lessons to learn from working with difficult bosses