



THE “WHAM, BAM, THANK YOU M’AM” BUSINESS APPROACH

To most business people, the basic reason they are doing whatever they’re doing is to make a profit ... and of course there’s nothing wrong with that. Our society is based on the competitive spirit of doing business and is the basis of our economic system. It keeps the “wheels turning” and our role in the free market is enhanced by finding new, inventive and effective ways of doing business. If you were to search the internet or read the business sections of all newspapers, there are literally thousands of approaches that promise greater productivity and profitability. However, this article is not about making money or marketing. Rather, it’s about *HOW* business people tend to go about making money and what we take from network marketing groups.

I can remember a day when a handshake was all that was needed in order to “close a deal”. I remember a day when people trusted one another and the prevailing sense was that of both buyers and sellers wanting a “win-win” outcome instead of the suspicion that seems to prevail over “being taken” by the other. What was that ingredient of trust based on? Can it ever be recovered in today’s world of doing business? Today with the availability of doing business internationally, the local business model seems passé. However, there are still certain basic psychological principles that apply.

Yes, I believe that a more confident manner of conducting business is able to be recaptured and that trust can be regained. What I have observed is that there is a tendency in our fast-paced society for people to want to do business quickly, on a short-term basis and with others who may be total strangers. The attitude seems to be that of getting in and getting out as quickly as possible instead of taking the time to come to know those with whom business is being conducted.

In my opinion, trust is based on two main factors. The first is coming to know the person or business concern with whom/which you are dealing. The second is having dealings with that person or business over a period of time so that the knowledge is shown to be true on a long term basis. I guess the answer to achieving those elements is simple ... *SLOW DOWN!* Instead of doing business as if we are going to die tomorrow, doing business with the concept of longevity might be the better motivation. It is widely known that repetitive business is the best kind to conduct. In

this way, it seems that we can buy “insurance” that our efforts will not become like “spitting into the wind”. There are methods of coming to know people or businesses such as asking for references or having a series of conversations with people in the business that can answer some key questions that would bring a sense of trust into the business equation.

“Have a nice day” is able to be said to complete strangers without any personal intent but more as a colloquialism that creates an aura of personalization. Having a more personal intent that allows us to know the other person or people is what I’m talking about. People still need people and the more we rush through our contacts and involvements, the more we are asking for that sense of suspicion to become a natural part of a business relationship. I have found that the more we can treat our customers like people instead of just a resource to make more money, the chances for a long term business relationship to form is much greater. I’m afraid that in our world the temptation to treat people as “objects” instead of persons has taken a very serious toll of all of us in society both on a personal as well as on a business level. “WHAT CAN YOU DO FOR ME TODAY?” seems to be more the approach than getting to know the person on the other side of our noses. In keeping with the theme of repeat business still being the key to success, I would urge readers to take the time to apply these principles whenever possible.

A Brief Biographical Sketch

After an over 40 year career as a professional psychotherapist and Director of The Sports Stress Clinic in Amherst, NY, Charles Bonasera came to Florida and decided to use the benefits of his previous professional experiences in his new roles of Consultant in Life Management and Business Coaching as well as his expertise as a Motivational Speaker. He once again became involved with athletes in different sports training them with his techniques to help them develop and maintain focus as well as staying in their zone. Much of his training methods are derived from the CD collection he developed under the heading of WIN-WIN SECRETS as the President of Personal Identity Controls. This collection consists of thirty-six programs dealing with vital issues in the management of stress.

Another role that he adopted to add to his professional career was that of Author. Early in the 1980’s he wrote Guide to a Life Management Process which he has re-written as a workbook to successfully help people manage their stress which includes his own Working Model. As a result in his interest in golf and realizing that it was essentially a “mind game”, he wrote The Mental Side of Golf which can benefit the beginner as well as professionals playing the game of golf.

He then compiled over five-hundred sayings that he had developed in the course of his professional career as stimuli to help people change patterns in their lives entitled How to Stay Well and Live Life to the Fullest. This was followed by a book documenting case studies around disruptive life patterns including ways to change them under the

name of How in the Hell Did This Happen to Me? Both his personal involvement in sports as a participant, coach, manager and in his role in officiating, inspired him to write a primer for parents and coaches entitled The Legend of Little League.

Charles invites you to view his website at www.charlesmbonasera.com as well as to write with your comments and questions to his e-mail address (charles@charlesmbonasera.com). He would also be very happy to communicate with his readers by telephone should they desire. His professional motto is “seeking alternative methods to happiness” and wishes those touched by his words to practice the three secrets to a happy life: “enjoy life and enjoy it thoroughly ... develop and maintain a sense of humor ... bring as much love into your life as possible.