

A Follow-Up Interview With Michael Marshall

“The Business Doctor”

From www.AskTheBusinessDoctor.com

Interviewer:

When we last spoke, you shared with us some very valuable and interesting information on five main business subjects.

A significant amount of business development information well beyond the subjects of the last interview is on your website of www.AskTheBusinessDoctor.com

There is a pretty low price to get such valuable information on your website.

First, why is the cost so low for so much valuable business information and second, since you are very knowledgeable on business development and very passionate about it as well, why is there a charge, at all?

Reply:

The low amount of money charged is an attempt to at least pay for the cost of hosting the website and keeping it revised.

The website is not meant to be a money maker to produce big profits.

As in the business world, there is an actual cost to everything and someone has to pay for it.

Money has to come from somewhere.

There is a natural tendency to value and use that which you pay for.

Sigmund Freud, the famous psychologist was once asked about why he charged for his psychology services to people in need if he cared for people so much, as he claims.

He replied “People only get better if they pay for it”.

There is a lot of truth to this statement.

Interviewer:

Please tell us what types of people are using your website and who email you comments and questions through it.

Reply:

All types of people utilize this site; managers and leaders from all sizes of companies small, medium and large; small service businesses, businesses that are struggling, businesses that want to grow more, businesses of low tech, high tech and No tech, individuals of all types whether an owner, sales people, accountant, financial officer or entrepreneurs for new businesses, university professors and teachers, business students, and more.

I receive emails and questions nationally and globally.

I receive emails from around the world.

Most of the time, they have emailed in some level of the English language even if a little difficult to understand.

It usually is close enough that I can understand.

When I cannot understand what they are asking, I just reply to them requesting that they give me more details to their question.

The information that they come back with is enough to understand what they are looking for.

Their questions usually focus on some aspect of business development.

I have received emails for questions from most continents around the world.

So, yes my website and business development knowledge is truly utilized globally.

Interviewer:

During the last interview, you mentioned something about your vision of the academic sector partnering with

government to offer programs for businesses to help them grow and flourish in what you called "The New World Order".

What is this all about and please elaborate on this?

Response from Michael Marshall who is known as "The Business Doctor" on the website www.AskTheBusinessDoctor.com

I commend you for picking up on this subject.

I would be pleased to share information with you about this.

It should be obvious to everyone that business has changed and we are now in a World Economy.

Who ever adjusts to the dynamics and challenges of the World or Global Economy will be part of the New World Order as I call it.

Those businesses that do not change and do not advance to participate in the new global economy will continue to struggle only to be bought out by another company or just go out of business.

US businesses are adjusting to this and there are many changes occurring.

Most see the loss of jobs to technology changes and businesses moving to other international locations for cheaper labor.

This has set in motion some dynamic things in the US Economy with some things being good and some being challenges requiring drastic changes and responses.

Yes, I am using some fancy words and phrases to stay politically correct, nationally and internationally.

The situation is quite complicated with much debate from all levels of people and from all sectors.

I would not attempt to explain all of this nor would I even attempt to debate with the many business people and political leaders that are more knowledgeable than I with all of this.

I would not dare debate the perfect remedy for all of this to improve the US Economy and provide jobs for all US workers willing to work.

Over the years I have written down my forecasts as to what are the changes coming in business, nationally and globally.

Honestly, I have surprised myself with how amazingly accurate I have been with such things.

I will share with you my personal thoughts about why I think the academic sector will partner with government to offer programs to help businesses grow and flourish; and in so doing encourage employment and more jobs.

Most people agree that education, training, skill development and continual education is very important.

The academic sector helps with this challenge.

Most people agree that the government has too much "Red Tape" and excessive regulations on government sponsored programs and funding.

I just learned about a state that has over two pages of single spaced state and federal school regulations required to keep the funding and educational status. Even though well meaning, this is so excessive and complicated requiring much expertise and time to fulfill the required paper work that the schools often use valuable needed dollars to contract with outside consultants to interpret the regulations and fill out the paper work for the schools: And all of this for inadequate school funding, anyway.

I am not picking on anyone or anything but I am only trying to illustrate the point that government assistance is helpful and needed but without excessive "Red Tape" and without excessive government regulations.

Most professional people will agree that the level of education, training, and skill development need improving and that when the economy picks up to create new jobs, the US may in a difficult situation of not enough people with the skills needed.

With the numerous US businesses struggling, I think it is a good possibility that just maybe an aggressive approach of government programs to help businesses to upgrade their equipment, capabilities, and employee skill levels partnering with the academic sector, may be a winning a combination that would be beneficial.

These programs may utilize short term leasing arrangements to assure the constant upgrading to newer technology equipment when available to assure staying on the leading edge of capabilities which helps to create a competitive edge.

But again the key would be to limit "Red Tape" and regulations.

I think the academic sector with the colleges located geographically near business concentrations are in a perfect position to help in such programs.

College programs from business and computer training to the trades will need to expand to accommodate the new challenges.

Along with such a program or approach, I think colleges will need to be prepared to offer more than classes and skill development.

As part of such a bold business development initiative, I think the colleges will have to offer expertise in efficiencies, eliminating wastes of all kinds, and quality improvement in all business departments and functions.

Improvement efforts to increase quality, efficiencies, and eliminate all types of business wastes; and the increasing of education and skills of employees need to be the pre qualifications for government programs of assistance; and not excessive "regulations and red tape".

Programs that can assist in keeping businesses equipped with the most modern equipment and technological capabilities along with making sure that employees are the most educated and well skilled in the world, are all very noble and worth while causes.

I cannot imagine any one arguing against these fundamental concepts.

These business development programs may include some form of a subsidy for leasing newer technology equipment whether in actual dollars for a subsidy or in low / no interest leasing.

In addition, education and training at the local colleges may be fully subsidized as well.

Just throwing money at a problem will not get the results needed.

A well designed program that packages all of the key elements needed to help a business to grow will benefit all.

But again, "red tape" and regulations need to be kept at a minimum.

I believe that the two opposite sides will have to come to an agreement that is good for all.

These two opposite sides are mixed in both the private sector and government.

One side is saying that they do not want government help and for government to stay out of their business.

There are those in the government that do not want to get involved in business for political reasons and because funding is currently being used in other ways.

I often hear people from this opposition talk about high taxation with funds being sent outside the country instead of aggressively supporting the US infrastructure that needs it.

Now the other side is saying, that they can use some help from the government. Some political people comment that government can do a better job of partnering with businesses to help them grow their business with the results being more jobs.

I have heard many people in the private sector commenting how the US can help so many countries with quite a lot of funding but we need to focus far more attention on helping our own businesses, internal challenges, and issues. They often comment that education and skill development needs to be a higher priority.

There would have to be a significant change and shift in how the US spends its' tax monies to make adequate funding available to aggressively help businesses.

We all know that there has to be some "red tape" and regulations to monitor and keep the programs operating like they are intended to.

But again, for the third time mentioning it, "red tape" and regulations need to be kept to a minimum.

Just because you help someone does not mean that you are entitled to control their entire life or livelihood.

A compromise to these issues needs to be gotten to and soon.

If I was to have a crystal ball to look into and see the business future, I would say that the academic sector will partner with government to support aggressive business development programs.

Some of the key elements to such a bold initiative have been mentioned here.

I am sure that many people after they have read this idea are saying that this cannot work and never will happen.

Being able to sail across the ocean, go to the moon, talk on the telephone long distance, having electric lights, take an airplane around the world to be back by the next day and so many other challenges were once viewed as impossible in their specific time period.

I believe that this challenge for business development is an easy one compared to those.

Interviewer:

Can you discuss your ideas about what you think may happen politically in the US to help make this idea of a new US business development initiative occur; and most of all when do you think such a bold initiative could happen?

Reply:

I have to be honest with you on this one.

My crystal ball may be fading on this but I do believe that it is inevitable that the education sector will partner with the government sponsored programs to offer business development assistance programs of all types.

There will be a combination of both federal and state business development assistance programs.

Again, funding will be a big issue and major shifts in how our government spends money will have to occur to make such funds available.

Some of this is already happening in limited small steps.

I do believe that this bold business development initiative is critical and will prove to be the most effective method to grow a strong US Economy and provide jobs.

Again, thank you for letting me share with you some of my knowledge, ideas, and insights.

Michael P. Marshall, PhD

Michael has a PhD in Business, an MBA, BS in Psychology, and federally certified in International Business along with 25 years of experience in sales, marketing & business development starting as a field sales staff and advancing to Director and VP levels in marketing and sales.

Even though he is a practicing professional by working as a full time staff Director or Vice President of Sales, Marketing & Business Development, Michael does keep a limited consulting practice.

His website of www.AskTheBusinessDoctor.com offers important business information as well as business development consulting programs available.

His main focus of expertise is Business Development utilizing extensive skills and experience in marketing, sales management, and creativity / out of the box thinking for business development.

Michael has considerable respect to the capabilities and power of professional independent sales agencies in helping companies develop significant business in both major and niche markets.

He can be reached at 918-499-1970 as well on his website of www.AskTheBusinessDoctor.com

