

AN INTERVIEW
With
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From
www.AskTheBusinessDoctor.com

Interviewer:

It has been some time since we last spoke.

After reviewing the details of your last few years in your career, you again have added substantial experience, educational certifications, and skills to your background along with additional significant accomplishments and successes.

Obviously, your history of continuous success is earning you a reputation.

Please tell me about what senior executives and owners of businesses comment about your abilities or now refer to you as.

Reply:

Many refer to me with various complimentary names or phrases which I am proud of earning, such as; “Rain Maker” for my abilities to find ways to substantially increase sales & profit revenues; “Change Maker” for my abilities in utilizing organizational development skills to help encourage organization positive change in attitudes and behaviors; “Team Builder” for my ability to unite a real team effort from organizations staff and develop strategic business alliances; “Creative and Out of The Box Thinker” for my abilities to find ways to accomplish a variety of important things and goals including business development.

Interviewer:

I certainly understand why they refer to you in such complimentary terms.

Please explain how and why you have gained such expertise while others may be lacking such extensive expertise in business development.

Reply:

Starting with a psychology background early in my career then progressing into my 25 plus years of business experience, I have always driven myself to gain high levels of expertise with extensive experience plus continual formal education and trainings in business development, marketing, sales, and business management.

The formal education and training cost well over \$600,000. and the extensive experience required taking on new assignments and relocations. At times I questioned whether I should have been putting such monies into investments instead.

At times, the numerous relocations along with the extensive national and international travel for career advancements taking on additional responsibilities to increase expertise made me feel a little like as if I was possibly in the military that required geographical reassignments.

There certainly are trade offs with both positives and negatives for myself, my family and for my children.

It appears that most individuals will not take the same course that requires significant personal dedication, sacrifice, and investments of several types.

After dedicating myself to such for such an extended period of time, I certainly can understand such reluctance from most others.

Personally, I do not see a better way of obtaining such extensive business development expertise.

I believe that this is the main difference between my businesses expertises with significant successes compared to others efforts that often fall way short of target potentials.

Interviewer:

Your personal drive and sacrifices along with dedication is certainly commendable. I certainly agree with you that most individuals would not be willing to do the same and for obvious reasons.

Let's move on to another topic.

What types of things or symptoms do you acknowledge or flag as serious indications of poor business attitudes and lack of business skills that will significantly hinder business growth of any organization?

Reply:

I have definitely learned what these indicators and symptoms of bad business are.

My experience has shown me that when these symptoms and indicators are present, lack of business development and a struggling organization is almost always present.

Interviewer:

What are some of the most common?

Reply:

I would say those that I see the most often with struggling businesses are:

1. High staff turnover which normally indicates a bad business situation, low staff wages, low staff morale along with poor staff relations
2. Executive level or owners with lack of proper expertise needed to lead business growth and not finding, hiring, and keeping skilled individuals who could help grow the business
3. Executive level or owners with high egos who think they know everything even though it is obvious that they are far below this level
4. Businesses that have obsolete products and services
5. Business owners who are taking significant profits out of the organization leaving little to invest into what is needed to grow the business
6. Business owners lacking motivation to improve the business

Interviewer:

In these modern times, do you think such situations are rare or not really seen too often?

Reply:

You would be surprised that such poor situations are more common than you would like to believe could be happening during these more modern times.

Interviewer:

What specific types of things hinder business growth and please focus on those things that are most common.

Reply:

Let me answer your question with some phrases and references that I utilize often to describe such things.

1. Excuses are lies wrapped in delusions
2. Business psychoses is doing things over and over again that are not working but expecting different results
3. Business time lines must be controlled
4. You must tend to the business side or all other things will not exist
5. Sometimes what seems a problem is actually a challenge wrapped in opportunity
6. Do not presume anything or you will struggle needlessly
7. You cannot communicate too much especially since most organizations fail at communicating effectively and fail at communicating enough with staff and their marketplace
8. All business failures need analysis and post mortem to avoid future failures
9. A financially abused myth is “Ways of doing business often needs to change and improve only for financial reasons”

10. Inaction-itis and Indecision-itis dramatically hinder business growth. Stay in action mode.
11. Edit-itis and writing promotional materials well above a targeted 8th to 9th grade level of simplicity and easy understanding will hinder effective marketing communications.
12. What comes first, customers or employees? The better answer is your employees since if your employees are well skilled, treated well and motivated, they will take care of your customers well and help grow your business
13. When participating in a team meeting or strategy meeting, leave all egos outside the room
14. If you are not part of the solution you are part of the problem
15. A major common theme in successful business organizations that are growing is that employees have a sincere passion in the company, their job and the importance of what the organization is doing and accomplishing. They feel that they are a significant part of the organizations success and feel good about working in the organization. Employees seek out ways to help take care of customers and help contribute to the growth of the business. In such situations the leadership promotes employees well being and working conditions.

Interviewer:

I really like your phrases and words used to describe some of the important business fundamentals.

Your psychology background certainly is evident.

Besides working in senior VP and Director level leadership positions for organizations, what else do you do?

Reply:

Besides spending time with my teenage sons, golfing, fishing, and hiking, I do have some personal clients that I advise and do business development project work for in addition to some training.

I do write on specialized business subjects but tend to focus on business development with many of the writings and articles being published.

These are listed on my personal website of www.AskTheBusinessDoctor.com

Of course I believe in lifetime education and training so I attend specialized training workshops often.

Interviewer:

Since you do some advisory work with select clientele, do you take on any client requesting your services?

Reply:

My services and expertise are listed on my website.

Many of my clients prefer my advisory and project leadership services via teleconference that is affordable and highly effective.

With many of my clients I develop a custom business development program, lead the implementation of it along with leading the development of complete marketing communications.

I tend to stay away from situations where the executive or owner has poor business attitudes, lacks motivation to improve or does not treat employees fairly. So in this manner I do screen my clients.

Interviewer:

What is the typical time frame or time line for developing and implementing an effective business development program and then see actual results of increased sales?

Reply:

Typically, I have a four to five month time frame in a contract agreement for me to investigate their organization and market, develop an effective business develop program, implement it and complete extensive marketing communications.

Hourly advisory services monthly follow then to assure improvement and growth.

Sales results can happen immediately following to a short time in months thereafter with sales increasing at a faster rate over some short time period.

Often the market penetration and market awareness gets the attention of the larger competitors who then make offers of interest for buy-outs and acquisitions.

I even will accept barter terms instead of money type fees for select clients when appropriate.

Interviewer:

All of this is interesting and informative.

Thank you for sharing all of this insightful information with us and I look forward to our next discussions in the near future.