

LOUISE MOTUSAZ ON HOW TO CREATE BUSINESS

In this article, you will find a brilliant example of a business entrepreneur who has built a business from scratch, some unexpected fun-facts about their company, many new terms related to the business world, a few tips about entrepreneurship and it will trigger your mind to think about these things. So, let's get started:

Louise Motuzas , president and founder of thrive business consulting has given an interview in a podcast called “ I'm a Millionaire ! So now what?”. There she has mentioned some great facts and strategies about business. She had been working for 17 years in the banking industry in Toronto. She has worked as a supervisor in group life insurance in the benefits department , mortgage leader and collections officer. They got the offer from a very good company in Ontario,London and they accepted that offer because of several reasons. It was an established company , they were excited to be able to work from home. Their children were very young and they wanted to move to a smaller community than Toronto and they also thought that they could spend summer with their children if they joined the company in London. They were doing good in the first year , they had a wonderful cottage to live in and they were also getting summers off. But , that company went out of business.It went bankrupt in just one year after they joined.They were cashed out of real estate in Toronto.

Now , they could have searched for another job which would be an ordinary thing to do. But her husband Len, thought of something else. He felt that there was a need for a computer hardware company in London. He saw that there was a need for someone who could distribute it in the wholesale market. Because even the Universities were buying hardware from retail stores. He started that company in their basement as he had some experience of selling computer peripherals before.He also had a partner in that business . But that also didn't work out as that partner just sold one keyboard in six months and wanted half the profits in the company.

A fun fact about Louise would be that she was never meant to be an integral part of that company. Len had an assistant who had to leave because of some medical emergency. So , she just joined the company to help him out and then eventually became a part of the business.

Coming back to the business thing , One day, he got an order for a piece of memory from the university. And he delivered it himself and he went in. He met the purchasing manager at the University of Western Ontario and the manager asked him that they were searching for a preferred vendor and if he's interested or not. Louis says that she was not interested in doing such big business at that time. They were just getting small orders until then but now they had to learn a whole bunch of stuff. For example , when you are selling hardware to University , they have specific demands such as labels ,delivery to certain places,etc. But , they ended up doing millions of dollars of business with the University of Western Ontario and they also got connected to medical clients,etc . They kept it a secret for many years as maybe they didn't want everyone to know.

How do they divide their work according to their expertise?

She uses two words to describe herself 'matchmaker' and 'nurturer'.She is very good at hiring people , she knows exactly what kind of people she wants. She has also hired some of the customers. She also manages phone calls . She extends conversations and makes customers feel connected. As she had a major experience in banking , she also handled finances and payrolls. Len used to find good equipments and sell it and they also became premier providers of Intel which is by far the largest manufacturer of computer chips.

All about thrive business consulting

Then , she also talks about her recent company called "thrive business consulting'. Actually , Thrive business consulting was conceived by Louise in September 2013. Louise was in a meeting with her peers and she was hearing how they were just surviving. They never recovered from the financial crisis of 2007-2008. At that moment, she decided that she and her partner could and would help businesses turn themselves around.They always felt that there is no

guidance or mentorship when you are trying to establish yourself in the business world. She also quotes something very important which is “Business ownership should not just be a way to earn a paycheck. You could do that working for someone else. When you invest your time, money and resources growing a business you deserve to have created wealth for yourself and your family.” Through thrive business consulting, she wants to use her knowledge and experience to guide others and make a significant change in their businesses as well as their lives. She targets to minimise the mistakes along the journey so that businesses can grow easily.

Tips, mistakes and examples on how to accelerate business

She says that when you are thinking of starting a business, you need to put a lot of thinking into it, you need to put a proper foundation from the beginning, they need to know who their competitors are, you need to find the right people and therefore, you definitely need a mentor to help you do that. She also shares an example on finding the right people for the job. Now, people are the greatest challenge. Very often, a company thinks that a salesperson needs to know a lot about the product they're selling. But in reality it's not, it's more important that the salesperson knows how to sell, they can learn about the product and bring a technician with them. They do not need to know the product very well. She gives an example of a printing company that always hired salespeople that had been in the printing industry. And they were always disappointed with the salesperson they hired. That's because they weren't hiring salespeople. She convinced them to hire a salesperson who had never had any experience in that particular industry. And now he's doing wonderful, and they're doing fantastic. That's how she is looking forward to help others through her company.

She gives an example of one person doing a particular type of technical service. She tried to know everything about his company and employees. She got to know that he did not have the right employees to do the job efficiently. There was a lack of talent there. So she brought in the right people for him. She also explains what remote management is by giving a simple example. Instead of having an IT person, in your company, you have a team that is remotely managing all your computer services. And if something needs to be done, you have a team of people. And so one person who can't possibly know everything to help you out, and maybe he hasn't even been keeping up with things can be

done by a group of people. So she guided this gentleman into remote management and she also showed him another market that he didn't even realise existed. That's how she solves the problem using her knowledge and experience.

She shares that she feels that attitude is very important. You can train a person for a particular skill but attitude is what matters the most for her. She has worked in healthcare with dentists , dieticians ,etc and computers also. She knows all about the major suppliers. Over the years , she has also learned about many things including printing , security, identification, manufacturing and much more. She is a life-long learner and ready to help in every field.

How can you reach them?

To find more about the company , you can google 'Thrive business consulting'. You can find out on thriveservices.ca or search for Louise lead metathesis. You can find them on instagram @**thrivebusinessconsulting** .

You can also call on 519641380. She prefers meeting in person so she can see what the reality is. In virtual meetings , things can get a little pretentious. But , as this pandemic has changed everything and she has adapted to being open to virtual meetings.

Conclusion:

To conclude , Louise chose to create a business rather than just creating a job. It was difficult , It took time and It might be exhausting but ultimately , you need to smartly make a business out of your idea or need or both. So , keep working hard and smart and you will get what you deserve and keep it going!

Credits: podcast called "[I'm A Millionaire! So Now What?](#)".

KEYWORDS: Thrive business consulting , business , entrepreneurship , strategies about business, **LOUISE MOTUSAZ** , tips on business , business insider , business building , business ideas, starting a business, business plan

