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Dr. Achebe

Let's discuss the skills most needed by people who want to start and run their own business. Some experts propose that future business people should focus on improving their sales techniques-after all, if you cannot sell your product, you will soon be out of business. Others believe that these future business people would benefit most from learning management skills, such as how to lead teams and motivate employees. Which view do you agree with? Why?

Andrew

I think that management skills are most important. Sales tasks are something that a businessperson can delegate to a team of salespeople once the business gets going, so it is really important that the future businessperson develops skills to manage teams of people. Without that, it is not very likely that the business will grow.

Kelly

Learning how to sell your product is the most essential task. I've read about people who had ideas about exciting new products to build a business around. They borrowed capital and started their business, but they could not explain to the public what made the products exciting. Since they could not sell enough products, their business failed.

Listening to both viewpoints, I find myself leaning towards Andrew’s opinion. As an old saying goes in China, two fists can not compete with four hands. A successful employer or leader is not the one who sells the most products, but the one who can lead a group of people to sell products. Take my parents’ company as an example, the company’s former CEO is strong in advertising and selling product by himself, but the business still came to an end as himself can not compete with over 100 employers selling the rival products to 100 customers simultaneously. However, after my father was in charge of the company 10 years ago, he began to train those employees, including their advertising ability, speech ability, and a lot of other abilities. Although my father’s selling ability is not as strong as the former CEO, he chose to foster his employees, which is an essential element for a company to thrive, and outcompeted all of the company’s competitors on the market. Thus I believe that a good ability to manage and train employees will be the essential element for keeping a company on the cutting-edge of the market.