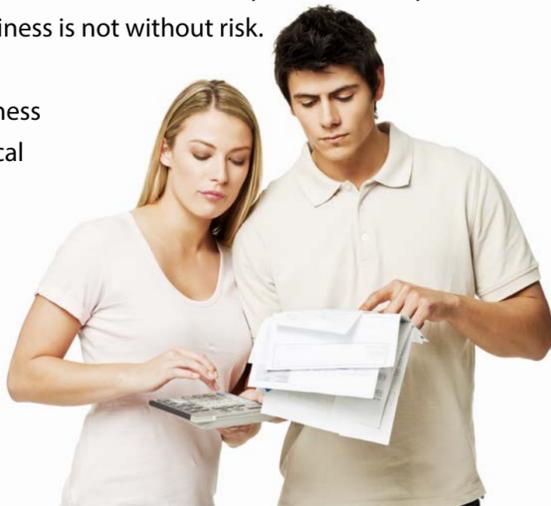




10 EXAMPLES OF DANGEROUS WORDS USED IN BUSINESS BY KIM RADOK

In the world of business, we need to be constantly aware of what is going on around us as our business does not operate in a vacuum. The sad truth is; not everybody in business has our best interests at heart, and yes, there are people out there which will try to steal from you. Therefore, you would be wise to remember, business is not without risk.

As a business owner or manager in today's business environment, this awareness factor is more critical than ever before. In an effort to assist, the following information is presented from a risk management perspective to try and understand what specific words or sets of words mean. I believe these words apply irrespective of which country or industry you operate or the size of your business.



If you understand these words and act appropriately, you will become a better business person

1 Cash is King

You forget it at your peril. If anybody says that cash is a lazy asset, take care. It usually means they want your cash!

Cash is never lazy. It is just resting and waiting for you to seize an unexpected opportunity to add value to your business.

2 Family and Friends

Can just as easily steal your money as any fraudster. They may not mean to do so deliberately as would a fraudster. However, when the push comes to a shove they always use one or both of these explanations to explain why they didn't pay you.

"It is just business!" or

"I knew you would be reluctant to take action because we are 'family / 'friends'"

3 Fraudsters

Fraudsters are criminals whose business is fraud.

Like your regular business person, they are operating a business.

Unlike regular business people, they understand the consequences of their behaviour.

4 Manners

Manners are of critical importance in business. Manners may not be a factor in winning business with the less reputable of the business world. However, in the majority of business interactions, your good manners set you aside from the average and your competitors.

Do not forget the best business manipulators are fraudsters who understand the importance of good manners. Their strategy to quietly help you lower your guard against their practices.

For instance, how often have you heard the expression,

"It is hard to imagine they could do this to me as they were such a nice person!"

5 No

No is a really powerful word which if used properly, leads to greater sales. No also helps you identify regular business people from potential fraudsters, slow payers and other less desirable people in business.

6 Potential

Potential whenever you hear this word in a deal, it is always used on the premise of making money. It is wise to remember, if there is the potential to make money, there is also the potential to lose money.

7 Risk

There is no business without risk. Risk managed, is good business. Risk ignored, is bad business.

8 Smart business is smart, not fraudulent

Irrespective of the fact there are people in business who think they can get away with fraudulent behaviour under the guise of being smart, it isn't.

Leopards don't change their spots is also true for business people which are less than honest. If people are dishonest in any aspect of business, they will usually always be dishonest in some other aspect of business. Therefore, you will always be better served in the long-term by discontinuing business with these people as soon as possible.

The exception to the above is finding a different way to sell to them and avoid the risk of non-payment. Cash upfront or the money in your bank account before supply always works and removes the risk factor.

9 The customer maybe king

but not all kings are good kings! Many a customer has been a wolf dressed in sheep's clothing.

10 We will pay you when they pay us

means, they do not ever have to pay you. Think about it!

