

THE SEVEN IRREFUTABLE BUSINESS SUCCESS STRATEGIES

This is a summary of the seven

By Kudzanai Vere



The **KUDFORT** business success strategies

Know your trade

Most people who're starting business these days should know from the onset that they are adding onto the already existing numbers in that particular industry or space. The best weapon to outperform others is to have a better understanding of how things work in that industry or market. Considerable time should be spend learning the trade. We're living in a knowledge economy and those with current information and able to apply it succeeds. Never attempt to do a business that you have little knowledge about, and fail to continuously improve your knowledge horizons in that regard.

Be it retail, manufacturing, tourism, banking, and consultancy you might name the other, knowledge of the trade stands out to be a competitive advantage. It sets up apart from the rests especially when you apply it accordingly.

Udate your knowledge bank / Unlearn old ways

What used to work very well in business twenty years back doesn't apply in this information age? You can't stand before the masses arguing successfully on an outdated model of marketing whereby you would resort to driving all the way to update your customer on a new product or service that you're trying when others are just sending everything on their websites and whatsapp groups for customers to see. Even demonstrating on how some automotive works is convincingly done online.

Decide to be successful:

Quite a number of people wake up from bed defeated in their mind. It is in the mental faculties that success is initiated, processed, packaged and dispatched. Once success is registered at decision level, the imprint is indelible if coupled with religious follow through - action. Success is a decision. It's not an accident or a coincidence. You cannot stumble into success.

Fight for your market space / market share

Not every fight is bad. "I have fought a good fight..." exhorted Apostle Paul in his letter to Timothy in 2 Timothy 4:7. Every successful person has a space within a market that they strongly control. It is that space that one need to guard jealously. Strive Masiwa, the Econet CEO and founder had identified his space in the telecoms industry but it was not easy to break through. He had to go through the courts fighting legal battles with the state for his envisaged space.

Open Up / Network / Connect

When you so decide to be in business with a main objective of succeeding in it, open up. You don't start a business for your wife and kids to buy your products or service but for the general masses. Have asked several times in my workshops this question "How many in here knows at least 30% of the people that are on the room?" In most cases, the answer to this will be shocking. The level at which people are isolated and yet they claim to be doing business is alarming.

Raise your bar higher

Every business is operated within certain performance standards. It is the adherence to these standards coupled with some innovation that sets the successful and the other group apart. Successful people have this in common, excellent performance standards. Their products and services are never doubted. They always raise their bar.

Time your work / Time management

All successful people are excellent time keepers. They know that time lost is never recollected, stored, or packaged for future use. Some equate time to money, thus the statement, time is money. Every hour or minute you fail to productively account for you lose. Many have lost several years of productive time due to idleness. Opportunities in life open up in seasons. If you fail to master the art of time, you are likely to miss on opportunities front. Success is timely just the same as making money in any business.

For full content about the irrefutable business success strategies, you can visit

<https://www.kudzanaivere.com> or

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Kudzanaai Vere is the Founder & Executive President of Premium Business Network International, Founder and Director of Programs at Transformational Mindset Institute, Co-Founder and CEO of Kudfort Enterprises. Kudzanai is a Certified Entrepreneurship & Business Coach, Certified Professional Life Coach, Certified Forensic Practitioner, Certified Forensic Accountant, Certified Public Accountant, Registered Public Accountant, Commissioner of Oath, Transformational Speaker and Author. He is a ;lecturer at Womens's University in Africa.

Kudzanaai has held several management, leadership, sales & marketing, entrepreneurship workshops for Premium Business Network International. Has over 18 years hands on business experience. He is currently doing an Evaluation of entrepreneurship activities by SMEs on local economic development in Zimbabwe's Mashonaland West Province in fulfilment of his Doctor of Philosophy in Entrepreneurship and Business Studies. Vere is a result oriented versatile person.

Can be Contacted on: +263 772 592232 | +263 719 592232

Email: kudzanaai@tmi.co.zw | verekudzi@gmail.com

