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How much time should an entrepreneur spend selling?

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Without question, 100%.

I have seen so many entrepreneurs fail or lose momentum because they are spending their time in the back end of the business.

They need to be out the front in the thick of it, selling. They're the people with the vision and if they can't or don't sell their vision then they're in deep trouble.

My own experience has taught me to always surround myself with people who have the skills and the passion for the tasks I can't do or am not interested in. I am good at selling and I am the person with the big-picture vision. My partners and staff are the experts in their fields.

I have structured my business so that we supply blossoming entrepreneurs with back-end business structures such as IT, accounting, PR and marketing, operations management and administration, so they can get out there and sell their idea.

My model is highly successful. These entrepreneurs find that they grow a lot faster than they would if they were on their own attempting to do it all themselves.

To sell effectively you must be passionate about your idea and not afraid to leave the back end of your business to the experts.