Unspoken Business Rules You Need to Know by Jayden Chu

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School may have taught us a lot about business. Well, maybe during our college days. But one thing I noticed in lessons are the theories put forth as to how a business works. Yes, these do have sense (not to mention a sound basis), and they seem to complement our business, particularly when it comes toÂ lead generation.Â But there are some things that you will not learn in textbooks. Sometimes, you have to actually be in theÂ telemarketingÂ environment, working onÂ sales leads, for you to understand what a business is all about. Sure, you may not make a lot ofÂ business leads, but at least you know which theory really works or not.

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Not to mention learning the unspoken business theories. You will never see them in books, but you can see them in your workplace. Jeff Hadenâ€™s article in Inc.com sure put the nail on the head about them. They may sound hilarious, but they do make perfect sense in theÂ B2B leadsÂ business, particularly in Malaysia. Perhaps you would like to know them.

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1.The Law of Decreasing Personality â€“ the more well-known they are, the less likable they can get. That is something that Iâ€™d have to agree with, as I have seen far too many times in many firms. It seems like popularity and fame can get into the heads of even the most well-meaning of them. You do not have to know their names, but it is safe to say that they were better people when they were smaller.

2.The Policy Doctrine â€“ the more business policies you have in place, the less likely you treat employees fairly. Well, a little policy or two is stretching it too thin, but more than a hundred rules borders on the ridiculous. We just need the guidelines. Suffice it to say that if you cannot distill the rule down to â€˜do unto others what you want others to do unto youâ€™, then you can expect employees t be in trouble.

3.The Law of Decreasing Participation Returnsâ€“ the more people who have something to say on a product, the less likely it is to become a hit. Think about those trashy movies in the past that came from rather cool sources like comics or books. More likely than not, too many people had a hand in the production. You do need to hear opinions, but the final decision should rest on a few that really count.

4.The Inverse Square Rule of Proximity â€“ as the boss, the less visible you are (in person) in the office, the more likely will participation and performance to sag. Not that it means you should not trust employees. Rather, you should be there to serve as a role model for them to emulate. And stuff the e-mail, phone, and online chat services. You need to be there in person for this to work.

5.Eastwoodâ€™s Law of Silence â€“ people who say more tend to mean less. Yes, you will say that you need to stand out, to make a name for yourself. But have you ever looked at that successful person next to you? They seem to talk less, only letting their work speak for themselves. You should do the same thing, too.

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Sounds funny, right? But they do happen, even in Malaysia.Â

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