



Global Teams Direct™: The Most Unique Rewards Program to Hit Planet Earth.....You will not find a site that offers more than this one DOES!!!

GlobalTeamsDirect - Management Solutions

GlobalTeamsDirect Management Solutions is to give you an idea about how to think about your business for the brave new world of doing business on the internet.

Any business, whether offline or online operates in four areas:

- Marketing
- Finance
- Operations
- Management

Marketing is the creative and is the ideas that you use to grow your business, there are no right or wrong answers in marketing but they are simply ideas to grow your business.

Now when working in or on marketing for your business you need to leave your marketing hat on, come up with as many ideas that you can, you are looking for quantity, quality will come later.

If you have exhausted your creativity and you look at the ideas you then put on your Operations Managers hat and you imagine, the Marketing Manager is sitting in front of you asking whether you have the operational capacity (manufacturing capacity, floor space, human resources etc) to manage these new ideas. Can you as the Operations Manager deliver the resources for this new campaign? The answer is either yes or no, if the answer is no you may need to tweak it a bit – if the answer is yes you move on.

You now put on your Finance Managers hat and imagine that you have the Marketing Manager and the Operations Manager sitting in front of you saying “marketing has come up with some new ideas to grow the business and we have the operating capacity to do it, does it make sense from a finance point of view to do it?” As the Finance Manager you need to ask will it increase profitability, what additional finance resources will we require (more floor space, new machinery or additional human resources etc) and does the business have the financial resources for this increased level of business. If

the answer is no maybe it needs to be tweaked a bit – if the answer is yes you move on.

You now put on your General Managers hat and imagine that you have the Marketing Manager, Operations Manager and Finance Manager sitting in front of you saying “marketing has come up with some new ideas, operationally we can do it and from a finance point-of-view it makes sense to do it, can we go ahead and start?” This is the final decision that you will need to make, does it fit with your long-term plans for the business, is it a new or existing field, what are the alternatives, you need to critically assess whether you think from this information if it is the right thing for your business.

The answer then is a simple yes or no.

We are not saying this is the only way to do this but if you understand the process one crucial factor, that should be clear, is that you can (and should, if not must) only wear one hat at a time and move from the creative to the logical – start with marketing and move to the final decision.

The final decision is the one quality decision that can come from the quantity generated when you were wearing your marketing hat.

What makes GlobalTeamsDirect different, if you read all our publications on the four areas of business, you can start to see how it fits together, plus every now and then we have our online seminars in these areas.

We do have a commercial reason for doing this and that is we want your business to advertise on GlobalTeamsDirect but you only pay us when you put some money in the bank. Now you can be as creative as you like, create and change offers easily and quickly all for no upfront cost.

Everything to gain and nothing to lose.

Sometimes failure is not so frightening as regret.

The Team @ GlobalTeamsDirect