

JUNE 2020

wealth

B O T S W A N A

They call it *'the new normal.'*

However, leaders who stick to business-as-usual are dramatically reducing their life expectancy.

IN THIS ISSUE: Energise your customers. Inspire your team. Build unrivaled mental strength.

And make serious growth happen now — even in this time of uncertainty.

READY, SET

GROW

ISSUE #100 2020

ISSN 1814-2583



9 771814 258000 >

P20.00 - MADE IN BOTSWANA

Get speeds of up to 10Mbps on **MySurf** Prepaid from Mascom

Visit your nearest Mascom shop or call 13664 for more information.

INSTANT
P375

2Mbps / 30 Mins
On-net / 30 SMS
On-net

ULTRA
P595

5Mbps / 110 Mins
On-net / 110 SMS
On-net

Browse | Chat | Watch

SUPER
P995

10Mbps / 210 Mins
On-net / 210 SMS
On-net

Unlimited Internet



30 Day subscription packages.
P435 Once-off service fee.
Terms and conditions apply. E&OE

MASCOM

Number 1 because of you.

So much more than a magazine.

Join the movement at www.wealthbw.com

Sign up at www.wealthbw.com and instantly benefit from a wide variety of free tools to grow your business. Gain access to our eBooks, special reports and more.

Can't find WEALTH in store? Sold out? Lost your copy? Gave it to a friend who 'promised' to return it? Become a subscriber at www.wealthbw.com and always have the latest edition at your fingertips.



Join Botswana's most intelligent Facebook group. Find solutions, start a conversation and connect with the like-minded.

Coming soon: the WEALTH Botswana video channel. Get access to weekly episodes with actionable advice you can take to the bank.

Activate your free membership at www.wealthbw.com to unlock powerful strategies for rapid business growth.

So, you started a business, but it hasn't yet given you the lifestyle you expected. You are not alone. The good news is, every business can turn around — including yours. A few simple changes can make the world of difference.

Every entrepreneur needs a friend. Someone who believes. You might not find that friend in your family, your social circle, or your political party. But you will find it with WEALTH Botswana. Sign up today: www.wealthbw.com

wealth
BOTSWANA



For enquiries about marketing your business in Botswana's #1 local magazine, please SMS or Whatsapp the word 'Advertising' to +267 72 865 825. We will call you back.

LEAD DESIGNER
OLEKANTSE GWAMULUMBA

**PRINT
PRINTING & PUBLISHING
COMPANY BOTSWANA**



Wealth Botswana is published right here in Botswana by Easy Tiger (Pty) Ltd.

DISCLAIMER: WEALTH BOTSWANA considers its sources reliable and verifies as much data as possible. However, reporting inaccuracies can occur, consequently readers using this information do so at their own risk. Each business opportunity and/or investment inherently contains certain risks. It is suggested that prospective investors consult their attorneys and/or financial advisors.

WEALTH BOTSWANA is sold with the understanding that the Publisher is not rendering legal services or financial advice. Although persons and companies mentioned herein are believed to be reputable, neither the Publisher, nor any of its employees, sales executives or contributors accept any responsibility for their activities.

HARD QUESTIONS

As the Lockdown ends and we start to see faint glimpses of our normal lives returning, I ask myself: 'All that time went by, but what did I do?'.

In the Jones household, we got into a (mostly) enjoyable routine of cooking, cleaning and family time. There were some beautiful moments.

However, in between the light-hearted everyday stuff, came moments of *serious personal introspection*. Deep thoughts and tough questions.

Being confined inside your home, with nowhere to go, for seven weeks straight has a way of making you think.

I reflected on the life of this business. Where we are, and where we want to be. The things we've done, and the things we need to do better. Memories, good and bad. What needs to change — and most importantly, *why*.

I know I'm not alone. I know that you had similar thoughts and feelings in your own home, and in your own way.

My instincts tell me that people all over Botswana finally had the time to ask some really important questions:

- 'How do I define what matters most?'
- 'What promises have I made to myself that I have not kept?'
- 'When I look at my life, can I see areas of improvement that need to happen now?'
- 'Why do these changes matter so deeply to me?'

These questions are not always easy to answer and they can blindside you on a quiet Tuesday afternoon while degreasing a casserole dish.

There is a cost to this Lockdown for our business community. And it is severe. You know this very well. But if there is a silver lining on the cloud, it's that when you ask yourself really tough questions, *your life can only improve*.

This shift in public self awareness is not only causing Botswana to ask new questions of themselves, but also of the *brands* they support.

The thirst is now real for the type of brands who can help them achieve their dreams. Brands who will help them feel as though they are on a journey towards a *better version of themselves*.

Brands who will spark a change and help provide answers to the tough questions.

So, how will you, as a business, adapt to this new conversation happening in the minds of your customers in the aftermath of a global crisis?

ADAM JONES

Founder & Managing Editor
adam@wealthbw.com



In recognition of the positive social outcomes we deliver and the pride we instill in our community, **WEALTH Botswana** is the first publication in the country to receive the National Pride Mark. We live by the essence of Brand Botswana.

Need insurance for your business?

Approach risk with purpose.

At Bryte we work tirelessly to create insurance solutions specifically designed for your unique needs.

Speak to your broker or visit our website for more information.

bryte.co.bw  

B.I.C.B Limited trading as Bryte Risk Services Botswana
A Fairfax Company



MENTAL STRENGTH

Getting your business re-started from scratch will push your mind to the limit. Get psychologically fit with this mental training programme.

Who cares how you behave when things are going well? The bigger test of your value as a leader and entrepreneur is how you respond in a crisis, or in this case, the *after-math* of a crisis.

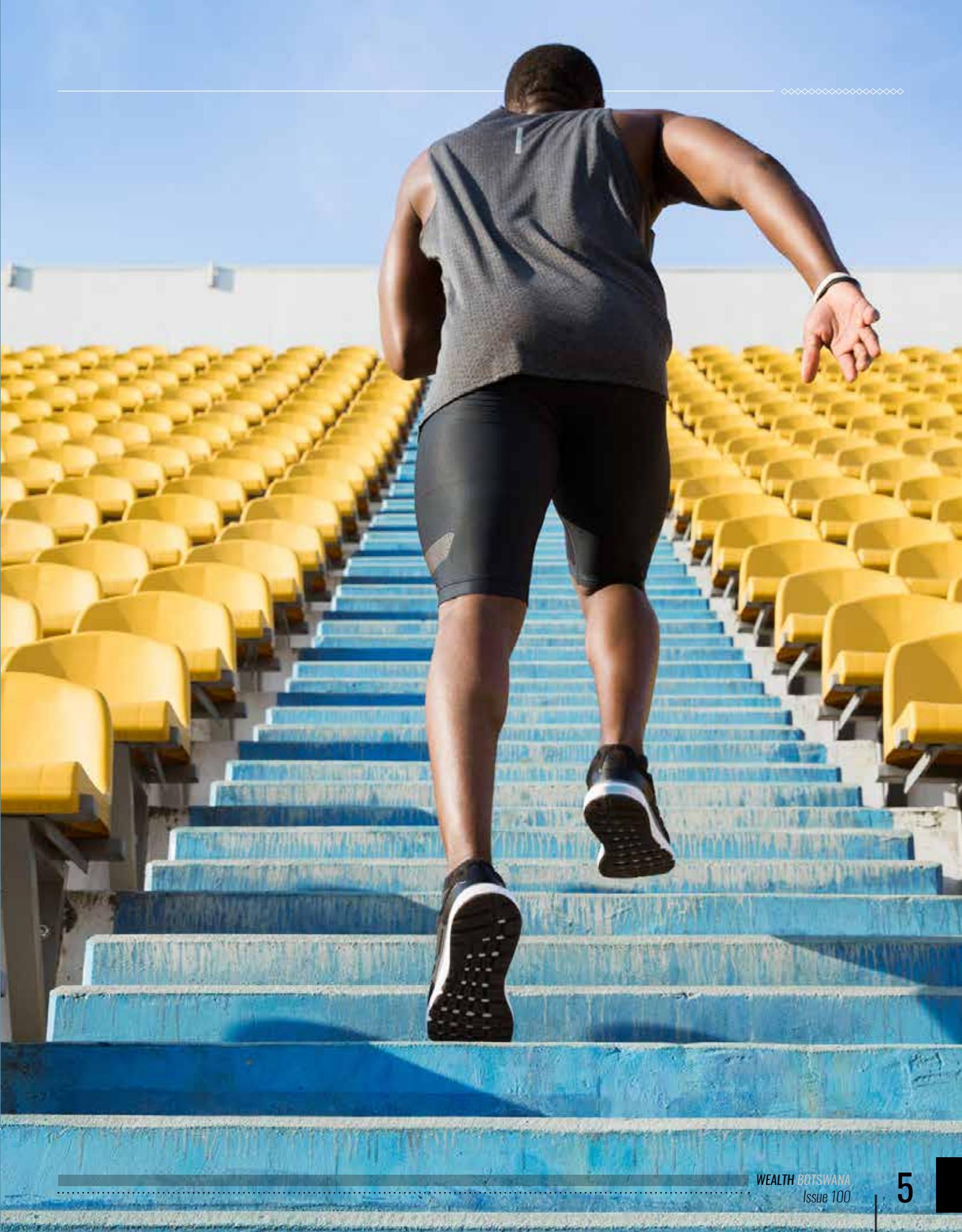
When things go wrong and all hell starts to break loose, when your clients are canceling contracts left and right and you start wondering whether you will be able to pay staff this month, *you will experience pain*.

Here's the thing: *pain is good*. If you can learn how to handle abnormal mental discomfort and turn that pressure into positive action and self growth, you will bulldoze 99 percent of your competition in Botswana and emerge stronger from the COVID-19 pandemic than you were coming in.

The best things in life come with pain attached to them. So surrender to the reality of your situation. Don't fight it – *flow* with it. Most importantly, change the conversation happening in your head.

This, then, is the opportunity that is being presented to you — while disguised as an economic disaster for many small businesses here in Botswana.





PROTECTING YOURSELF AND OTHERS FROM

COVID-19

WHILE FLYING

If you must fly, take these important steps to help protect yourself – and your fellow passengers.



Do not fly if you have a fever, cough, cold, difficulty breathing or other flu-like symptoms



Avoid touching your eyes, nose or mouth



Clean your hands frequently with soap and water, or alcohol-based hand rub



Wash your hands every time you handle food



If you sneeze or cough, cover your nose and mouth with flexed elbow



When using tissues, dispose immediately and wash your hands again



Avoid close contact with others who have a fever, cough, cold, difficulty breathing to flu-like symptoms



If you feel ill while traveling, inform your crew straight away and seek medical care as soon as possible

Contact Us

 **AIR BOTSWANA**
Going Your Way

Central: -----(+267) 368 0900/395

Maun: -----(+267) 686 0391

Kasane: -----(+267) 625 0161

Francistown: -----(+267) 241 2393

Johannesburg: -----(+27) 11390 3070/1/2/3



Start where you are:

PROGRESSIVE MENTAL TRAINING

Just as we all have different muscular strength, so do we have different levels of mental strength. Everyone has *some*, but not to the same degree.

Athletes use *progressive* training: they do repetitions that are *close* to their limit, push themselves until they *fail* — and then rest.

Just as most of us have weak muscles compared to how strong we *could* become with training, so too are most people weak in their level of self-discipline and mental resilience.

In upgrading your psychological strength, it's a mistake to try to push yourself too hard too soon. If you attempt to transform your whole life overnight by setting dozens of new goals and expecting yourself to follow through consistently starting tomorrow at sunrise, you're certain to fail.

This is like going to the gym for the first time and packing too much weight on the bench press. You'll only hurt yourself and get discouraged.

There is no shame in starting where you are. Your mental muscles are weak

because you haven't trained them. But with a few months of consistent, progressive training you will find yourself being capable of so much more.

So, what small challenges could you set yourself (for a start) to building your mental strength? Try these:

- Get up 20 minutes earlier
- Get some paperwork done that you've been putting off

- Close all your social media for a whole day
- Spend no more than 30 minutes watching TV this week.

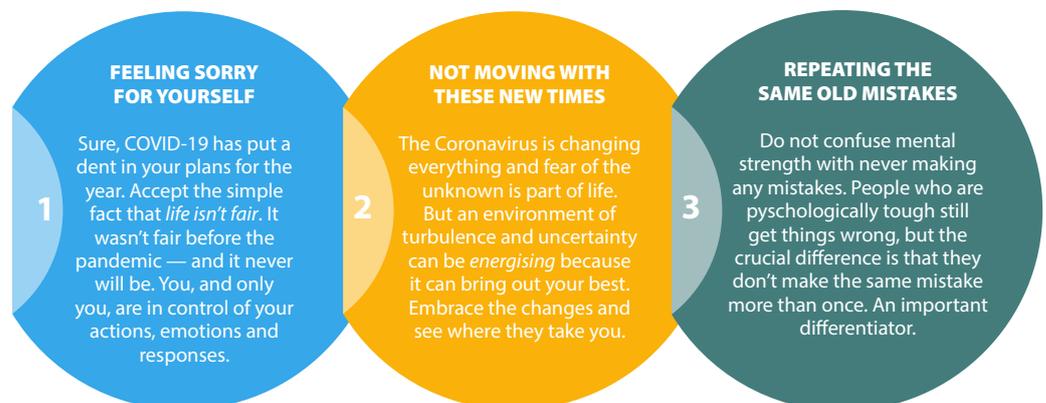
The more disciplined you become, the easier these little victories become. You'll see. Challenges that once were impossible for you will eventually seem like child's play. As you get stronger, the same weights, the same challenges, will seem lighter and easier to handle.



In upgrading your psychological strength, it's a mistake to try to push yourself too hard too soon.

Avoid these mental traps

Identify the habits that mentally strong entrepreneurs *don't indulge* in. Stay away from these traps. You've been warned.



Stop the madness:

MICRO-GOALS, MACRO-VICTORIES

Goal-setting is a powerful tool. But unless you set your goals intelligently you may as well have no goals at all.

Before reading on, ask yourself these three questions:

- 'Have I reviewed my goals for the day?'
- 'Have I worked on the number one priority for today that is going to bring me closer to my goal tomorrow?'
- 'Do I have a method for tracking my goals against reality?'

Proper goals are stated in precise and positive terms. They should be measurable with a short-term time frame attached. (If you set a goal too far in the future it will fall off the radar, never to be seen again.)

You should be able to realistically accomplish your goal with the time, money and skills you have available.

But in licking your wounds after the Lockdown ends, when you are in real danger running below zero on your bank balance, or losing the will to keep your business alive – your goals may



The beauty of micro-goals is that they lead to micro-victories, and once you stack up enough of these you will soon have achieved a huge milestone.

seem a very, very long way away.

When you sense the darkness closing in around you, just reduce your goal-setting into *micro-goals*, which force you to focus on what's happening right now rather than what may happen in the future. The beauty of micro-goals is that they lead to macro-victories, and once you stack up enough of these you will soon have achieved a huge milestone. This is the hidden secret.

Concentrate on the next phone call. The next email. The next step. Shut

everything else out of your mind, no matter how overwhelmed you feel. Keep your world *small*. What tiny step can you take in this moment that will take you just that little bit closer to your goals?

Micro-goals breed macro-victories. Racking up these tiny gains, you'll notice how your motivation starts to improve as the day goes on and how quickly you can make progress when you simply focus on taking one step at a time.

How can Canon help your business today?

Wide format printers

Multi-function printers

Currency handling equipment

Copiers, scanners, faxes

Consumables

you can

Canon

www.snap.co.bw Plot 20614, Gaborone, Tel: 362 6000, Email: ss@canbots.co.bw



PHAKALANE
GOLF ESTATE HOTEL & CONVENTION CENTRE

BREATH OF FRESH AIR, SECLUDED, OUT OF THE CITY!

Phakalane Golf Estate Convention Centre is launched after a complete transformation of the forerunner Phakalane Club House. The changes made with the latest quality additions is a conversion to a world class venue, a purpose built convention centre and is a bold development offering a 5 star experience. This exciting new development boasts of large conference spaces with 24 skilfully designed venues varying in guest capacity from 6 to 700 with a total capacity in excess of 1800 guests. The exciting choice of these 24 different venues, or combinations of venues, can easily set the scene for every conceivable exceptional event. We offer the most remarkable flexibility, suitable for a wide range of functions from private intimate gatherings to State Occasions.

*A world class venue for all to enjoy!
Informal to formal, but never pretentious or intimidating*

Cosmopolitan
RESTAURANT 

Now is the time:

MINDSET SHIFTS TO SAVE YOUR BUSINESS

In a crisis, you need to act now. Your old way of thinking will not be enough to get you through this in one piece.

A person who is infected with COVID-19 will take some time before they start showing symptoms. That's what makes this virus so dangerous. It spreads because you don't know you have it until it's too late.

In the same way, it will take some time before the true economic impact of this pandemic is felt by the community here in Botswana. What's the most simple way to can express this?

You won't know that your business is about to go bankrupt until there's nothing you can do about it.

They say that SMEs die in the same way that sick people do: *slowly at first, then rapidly.*

When Government officials announced the mandate for social distancing, face-masks, temperature testing and hand sanitizers — they didn't make these practices optional.

They didn't give you the slightest bit of lee-way. They didn't allow you to start making these changes to your lifestyle at some future point when it would be more *convenient* for you.

Of course not. Because in a crisis, you need to act now.

In that spirit, here are some critical mindset shifts which you can make today to improve your chances of surviving (and *thriving*) in the recession which is coming to your doorstep.

You may think the economy is opening up again, and that the worst is behind us. That's a nice idea, but an

unlikely one. What is far more likely is that we are just *starting to feel the symptoms.*

Get comfortable in the uncomfortable

Upfront disclaimer: working harder doesn't solve every problem. However, you'll be surprised at the solutions that 'magically' show up when you're the first one to work in the morning and the last one to leave at night.

Hard work should *always* be your first option before you try anything else. (Amazing how many people still don't get this.)

Power through discomfort that comes with long hours. Were you really doing your best before the crisis turned our lives upside down? Or were you coasting along and giving your all only occasionally? Only you know.

Care more

By what standard do you evaluate yourself? In tough times, personal and professional standards go out the window. Yours must not.

Details matter. The way you do small things shows your customers and staff the way you do big things. Get fanatical about responding to every customer service issue, even if they seem insignificant. Raise your standards to the sky and keep them there.

Commit to excellence. Excellence in everything you do. From the way you answer the phone to the way you deliver finished products and services

to a paying customer.

Get hungry for new skills

Focus aggressively on skills which will yield a *high return on your investment*. These include persuasive writing, mastering your social media strategy, e-commerce platforms and most importantly, working the phone like never before to acquire new customers.

Be curious — like a child. If you arrogantly believe that you already know everything you need to know to sustain and grow your business in a post COVID world, it will cost you. Arrogance kills.

Generously pass on your old tricks of the trade to the young blood in your workplace. Mentoring matters most in tough times.

Lead genuinely

You can't just 'call in sick' until this pandemic is over. (Even if you do get sick.) You have to show up — physically, mentally and emotionally.

Now is the Final Exam. The Ultimate Test of Character. Remember that you — and those around you — can make giant leaps in a brief window of time.

Accept and embrace the role of leader. If you're the type of person who believes that everyone in your life appears for a reason, then it's time to ask yourself, *'Why am I in certain people's lives — and what can I do for them?'*

Seeing is believing:

VISUALISE YOUR SUCCESS

Learn how to create and re-create external experiences in your mind's eye.

Sports psychologists and top coaches use visualisation techniques to boost the performance of their athletes. Tiger Woods, for example, has been avidly practicing visualisation since he was a pre-teen.

Elite athletes from every sporting background will repeat this exercise in a deep and extremely vivid way, activating all five senses. The *feel* of the ball in their hand, the *sound* of the crowd, the *smell* of the grass, the *taste* of the sweat on their lips — and most importantly, the *sight* of hitting the target flawlessly.

This is extremely powerful mental rehearsal that separates them from their competition.

The great news is that you too can apply the same principles in your

business to increase your chances of success. And you can do it all without even leaving your couch.

Do yourself a favour right now. Using all five senses, visualise your next meeting or presentation going in your favour from start to finish.

Visualise yourself effortlessly overcoming client objections, addressing them with supreme confidence and building a relationship, signing the deal, following through with immaculate service *and getting paid*.

You're treating these future events as though they've *already happened* in real life.

In effect, you're *borrowing* from the future to give yourself a set of coordinates to get to your desired location.

As you repeat this activity for

weeks on end, a very interesting thing happens. Your brain loses the ability to differentiate between events which are imagined and those which are real.

You slowly start to *become* that person.

Visualise who you want to be in a year. What do you look like, sound like and how do you respond in every situation and interaction? What kind of energy do you radiate?

Create that person and bring them to life.

The next time your energy is low, or you're scared before a meeting, or you feel like giving in to temptation, there you are. Sitting right next to you. Your best friend. Reminding you that you've got this situation in the palm of your hand and that everything is going to be fine.

Proper visualisation helps to reduce fear of the unknown and controls emotional responses because you have 'been there before'.

You build confidence, you concentrate on the important tasks needed to achieve future outcomes, and you avoid wasting energy on non-productive states of mind.

Practice *future-me* visualisation before you fall asleep at night. As you close your eyes, create a powerful mental image of a major future goal. You summon the event in your mind, complete with emotions, colours, sounds and tastes, all as vividly as possible.

Cement and reinforce these scenes every night through *repeated* internal visits.

Doing this plants a powerful seed in your subconscious mind, which then goes on to recruit the resources necessary to nurture your vision through to reality through proper, consistent action.



**INTERNET
for
BUSINESS
& HOME**

Unit 6 | Plot 168
Gaborone International
Commerce Park

tel (+267) 397 3945
info@opo.co.bw
www.opo.co.bw

OPO

SME FINANCE

FINANCIAL ACTION PLAN FOR A POST-COVID MARKETPLACE

Tough decisions, strong recovery

It may only have lasted two months, but many businesses in Botswana could take far longer than that to recover from the Lockdown.

Missing out on revenue while keeping employees (and yourself) on the payroll can have immense financial implications. So, how long will it take you to achieve positive cash flow and win back your peace of mind?

The threat of COVID-19 may be with us for a long time to come, and it's essential to shift your spending and financial decision-making to reflect the new realities.

Minimising the impact of COVID-19 on your business

As the Lockdown comes to an end, what are the best ways to manage your finances until the market returns to normal, whenever that may be?

By **PETRUS SEBINA**

FNB Head of Commercial

The Lockdown may be over, but businesses that rely on foot traffic and in-person sales will be disproportionately affected by the social distancing guidelines which are designed to protect staff and customers alike.

Although crucial for public health, these protocols may have a devastating effect on a wide variety of enterprises.

During these hard times, it's essential for you to properly understand the financial position of your business and how exposed you are to the realities of COVID-19. Are you worried about potential outcomes of this market? Here are some steps to take.

Take a look at your recurring expenses and decide where to cut back. You might find this process painful, but remember that every temporary cost-eliminating measure you take right now could extend the lifespan of your business if push comes to shove.

Plan for every outcome. There's a best case scenario, a worst case scenario — and everything in between. Even as the economy wakes up again, your normal clients may change their ordering habits, or struggle to pay as normal, or put certain projects on hold for an indefinite time. What impact will these different outcomes have on your ability to handle your financial obligations? With this information on hand, you'll be able to make enlightened decisions.

Incoming: the cash-flow crunch

We can already predict the main effect of the coronavirus on Botswana's small business landscape: many SMEs could easily run out of cash on hand.

- ✔ *It could be in the short, medium or long term (it will differ by industry) but the crunch is a near certainty for the business community in Botswana.*
- ✔ *Whether this is because of declining order volumes, or payment delays from clients, or a spike in bad debts, the fact is that cash flow is likely to be in short supply despite your best efforts.*
- ✔ *So, what will you do if you just can't pay your bills on time anymore? The simple answer? Call your suppliers and tell them upfront, before they call you.*
- ✔ *In this way, you can preserve your relationship and enhance your reputation as an open and honest business owner. Pick up the phone before the payment becomes due, explain what has happened and negotiate a payment schedule which you can honour.*
- ✔ *You'll find that your suppliers — who of course have a vested interest in your success — genuinely appreciate this simple gesture, even though you approach them with bad news.*
- ✔ *If you have to give a creditor bad news, at least do it in a way that honours your relationship.*

Plan for every outcome. There's a best case scenario, a worst case scenario — and everything in between.

A paying customer is worth their weight in gold right now. Treat them as such. This is a massive opportunity to enhance your relationship with the people who already like doing business with you. You are in this together and you must be by their side. Loyalty is the best investment you can ever make.

Actively seek out ways to create new

sources of revenue that you can excite quickly and cost-effectively.

Many entrepreneurs and management teams will be tempted to 'stick to the basics' until the smoke clears. That's a mistake.

Leverage the skills you have, be creative — and open the doors to new opportunities.

SELLING WITH CERTAINTY IN UNCERTAIN TIMES

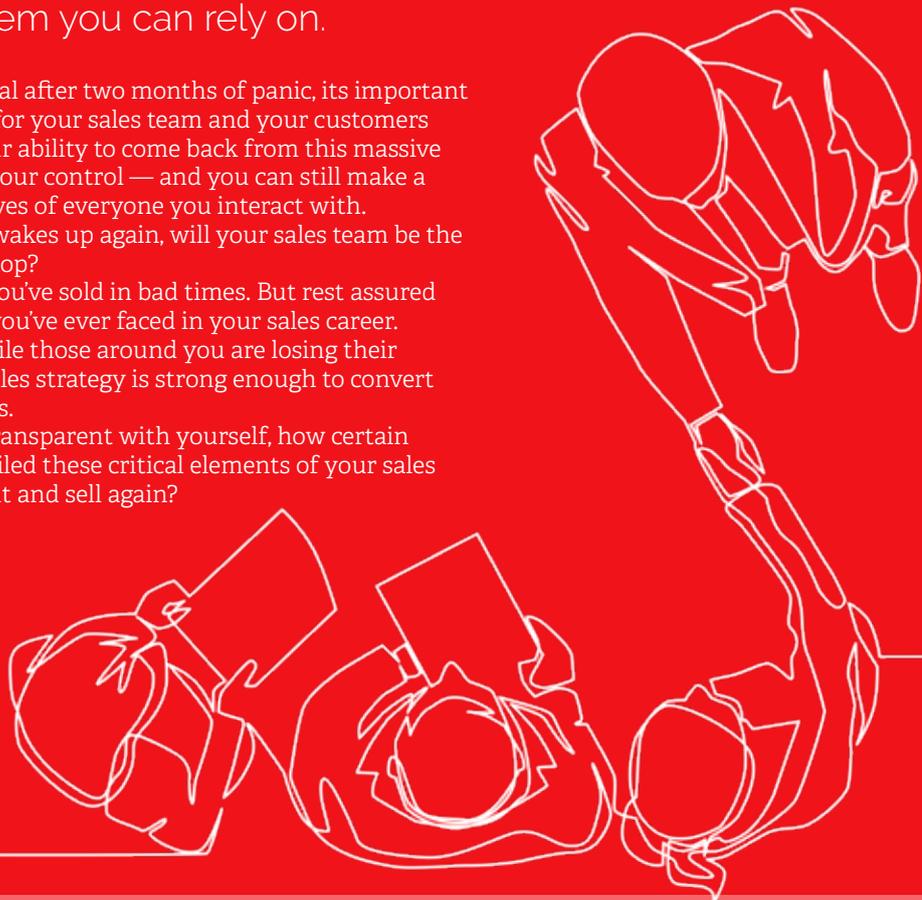
When striving to create opportunities in the aftermath of the Lockdown and fill your schedule with qualified leads as the economy wakes up, make sure you have a rock-solid sales system you can rely on.

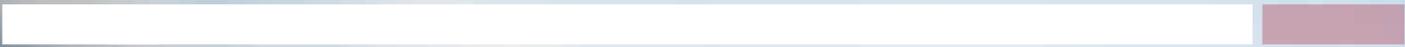
As life returns to normal after two months of panic, it's important to be a force of calm for your sales team and your customers alike. Remember: your ability to come back from this massive shutdown is within your control — and you can still make a huge impact in the lives of everyone you interact with.

So, as the market wakes up again, will your sales team be the one that rises to the top?

You've sold in good times and you've sold in bad times. But rest assured that this is the biggest challenge you've ever faced in your sales career. If you want to keep your head while those around you are losing their cool, you better make sure your sales strategy is strong enough to convert hesitant leads into loyal customers.

If you were being completely transparent with yourself, how certain are you that you've completely nailed these critical elements of your sales strategy now that it's safe to go out and sell again?





Checkpoints:**BUILDING BLOCKS FOR SALES SUCCESS**

Selling confidently comes from knowing you can genuinely add value in the life of your customer. If you don't have these fundamentals in place, you'll always struggle to sell — no matter how well or badly the economy is doing.

You are a master communicator

You are 100 percent confident in the 'story' behind your brand and the positioning of your product in the marketplace. You know, beyond doubt, that your messaging is not only on target, but compelling enough for your ideal customer to sit up and take notice of you again.

Your messaging (in phone calls, emails, social media, as well as in client meetings, presentations and proposals) does exactly what you need it to — it gets attention, establishes you as an expert, sets your offering apart from the crowd and justifies your pricing.

The quality of your communication style helps the customer to lower their defenses, arouses their interest and encourages them to perceive you as a problem-solver.

You know the exact process necessary to win

You are totally confident in your

ability to secure high value meetings with your target customer. You have the right mindset about prospecting — firm in your self-image as a value creator — and are neither afraid nor unwilling to proactively pursue decision-makers who may not be expecting to hear from you at this time.

You expect and know how to handle resistance and stalling on the customer's behalf. You have a plan and a process that works.

You know how to build a relationship with clients you have only just met by planning your meetings and getting the customer's input and buy-in at every stage of the process in order to maximise your chances of a successful sale.

You are very comfortable actively addressing their objectives honestly in order to gain their commitment.

You are a high performer

You own your schedule, you

are maximising your output as a salesperson and you are able to block off large windows of time devoted to selling without disturbance or interruption.

You have mastered the art of selfish productivity, handing over routine tasks to subordinates and ruthlessly eliminating the low-value activities that prevent you from doing the only three that matter when it comes to making money:

- Creating leads and relationships
- Advancing the process, and
- Closing sales by getting the customer to sign on the dotted line.

You allocate your time between the clients you are servicing equitably, while at the same time managing new customers at various stages of the sales cycle.

And, of course, you are laser-focused on the handful of activities that create maximum pay-off when creating new sales.

Every student can be an A+ student

At Kumon, we are dedicated to fully pursuing the potential of every child.

After-school learning from Kumon targets English and Mathematics for children aged 4-16.

We give them the ability to advance to high school material and become independent learners from an early age.

Kumon students face challenges head-on, both at school and beyond, to achieve their goals and dreams.



KUMON

Get your child started today.

Call +267 74 873 340 or +267 72 114 134

ENROL NOW

TO EXPLORE NEW

CAREER PATHS



MA PROCUREMENT AND LOGISTICS MANAGEMENT

ENTRY REQUIREMENTS:

A Bachelor's degree (at least 2:2) or equivalent with at least 2-3 years relevant managerial work experience.

PROGRAM DURATION: 24 Months

COMMENCEMENT DATE: October 2020

MODE OF STUDY: Part-time (4 days block release, Thursday - Sunday, every 8 weeks)

LOCATION: Gaborone Campus

TUTION FEES: P72 000.00 for the 24 month duration, with flexible payment options. 1st installment is P21 600.00 followed by P2 191.30 per month

COURSE MODULES:

- + Quality and Supply Chain Management
- + Finance
- + Corporate Governance and Ethics
- + Procurement Management
- + Global Logistics
- + International Strategic Management
- + Global Sourcing
- + Botswana Contracts Law for Procurement and Logistics
- + Research Methods; Dissertation

HOW TO APPLY:

Download application form: <https://www.bac.ac.bw/-ma-procurement-and-logistics-management>

Completed forms can be submitted to **spgadmin@bac.ac.bw** or hard copy to the Gaborone Campus, SPGS, Botswana Accountancy College, Fairgrounds Office Park, Block D, 2nd Floor, Academic wing, or at the Francistown Campus, Plot 31403, Moffat Street.

Indicate/Label Postgraduate - Master's - on your application envelope

Closing Date for Applications: 31st August 2020

MBA (EXECUTIVE)

ENTRY REQUIREMENTS:

A Bachelor's degree (at least 2:2) or equivalent with professional qualification with at least 2 years related experience, or significant managerial and operational experience.

PROGRAM DURATION: 24 Months

COMMENCEMENT DATE: October 2020

MODE OF STUDY: Part-time (3 days block release, Friday - Sunday, every 8 weeks)

LOCATION: Gaborone Campus

TUTION FEES: P148 000.00 for the 24 month duration, with flexible payment options. 1st installment is P22 200.00 followed by P7400.30 per month

COURSE MODULES:

- + Managing Strategy
- + Business Operations and Process Management
- + Managing Financial Resources
- + Strategic Marketing Management and Decision Making
- + Strategic Global HRM and Decision Making
- + Leadership and Managing Change
- + Developing Personal and Professional Leadership Practice
- + Strategic Project Management
- + Research Methods; Dissertation

HOW TO APPLY:

Download application form: <https://www.bac.ac.bw/-ma-procurement-and-logistics-management>

Completed forms can be submitted to **spgadmin@bac.ac.bw** or hard copy to the Gaborone Campus, SPGS, Botswana Accountancy College, Fairgrounds Office Park, Block D, 2nd Floor, Academic wing, or at the Francistown Campus, Plot 31403, Moffat Street.

Indicate/Label Postgraduate - Master's - on your application envelope

Closing Date for Applications: 31st August 2020

MSc PROJECT MANAGEMENT

ENTRY REQUIREMENTS:

An honours degree (2:2 or above) in any subject or an HND with substantial experience.

PROGRAM DURATION: 24 Months

COMMENCEMENT DATE: Jan 2021

MODE OF STUDY: Part-time (5 days block release, Wednesday - Sunday, every 6 - 8 weeks)

LOCATION: Gaborone Campus

TUTION FEES: P90 000.00 for the 24 month duration, with flexible payment options. 1st installment is P13 500.00 followed by P4 500.00 per month

COURSE MODULES:

- + Project Management and Control
- + Commercial & Contractual Issues in Project Management
- + Understanding Organisation and Systems
- + Leadership and the Management of Project Risk, Quality and People
- + Project Delivery and International Project Management
- + Dissertation

HOW TO APPLY:

Applications are only submitted via On-line apply through the University of Sunderland website.

A link will be provided when the application cycle commences in July.

For more information, call the Postgraduate Office at; +267 395 3062 or +267 241 0558 or email: spgadmin@bac.ac.bw

Closing Date for Applications: 31st August 2020

For Enquiries please contact: spgadmin@bac.ac.bw or call 395 3062/ 241 0558

Strategy:**PLAY THE GAME WITH A COMEBACK IN MIND**

Customers will come back into the market cautiously. They won't be beating a path to your door. Play the game accordingly: with intensity and an emphasis on relationship-building.

“ A large number of salespeople are working with a broken supply chain. Check with your suppliers to see if you can actually deliver according to the normal timelines. ”

If your cash reserves are low after an extended period of non-activity, you need to sell strategically to complete the most clean deals in the shortest possible time frame.

Many of your prospective clients will also have short term horizons right now. Keep that in mind, by focusing on solutions that can be approved in short order, without too many decision-makers being brought to the table. The last thing you want is your customer having to bring in a whole committee. So involve the least number of people possible.

Keep the process smooth and quick: speed matters at this time — more than ever.

With Botswana being reliant on importing so many goods and services, a large number of salespeople are working with a broken supply chain.

Check with your suppliers to see if you can actually deliver according to the normal timelines. Last thing your need right now is to break promises. Remember: *this is the time to build relationships, not to compromise them.*

You may have business lined up with people who just aren't in a position to buy right now, for a wide variety of reasons which you cannot control. That's understandable when emerging from a global pandemic.

When it comes to these potential buyers, keep them informed and engaged.

Continue treating them the exact same way you treat your active, paying customers. When they are ready to move, they will move with you. Earn trust and confidence in everything you do — even if it doesn't result in money today.

Baby Steps:**ROADMAP TO FULL RECOVERY**

Follow this sales checklist to ensure that your company is not left behind as the economy (hopefully) returns to full strength.

- ✓ Accept that this process may be slower and harder than you expected. In this environment, all your customers will be distracted and there is a high likelihood that your sales messages will be low on their list of priorities.
- ✓ Your client is the Hero, and you are just the Helper. Your number one priority is to help your customer to reach their goals.
- ✓ Now is not the time to be overly pushy when closing. Do not be tone deaf in your approach. Consider revising your sales targets downwards: pressure on your team translates to pressure on your customers.
- ✓ Create lower-commitment sales offerings that customers can approve quickly without too much back-and-forth. Focus on scaling back and simplifying your offering for speed of approval.
- ✓ Now is the time where accountability becomes especially important. If you haven't already, implement daily sales meetings with your team and identify where your strategy needs to be tweaked for better results.

New 'normal'? New risks

Author

DZIKI NGANUNU

Chief Executive Officer
Bryte Risk Services

To keep the lights on and fight against the economic slowdown caused by COVID-19, many businesses are becoming more innovative — especially manufacturers. However, there are insurance implications to consider.

A

s evolving market needs emerge in the wake of the crisis, manufacturers around the world are pivoting towards new product lines and new ways of doing things.

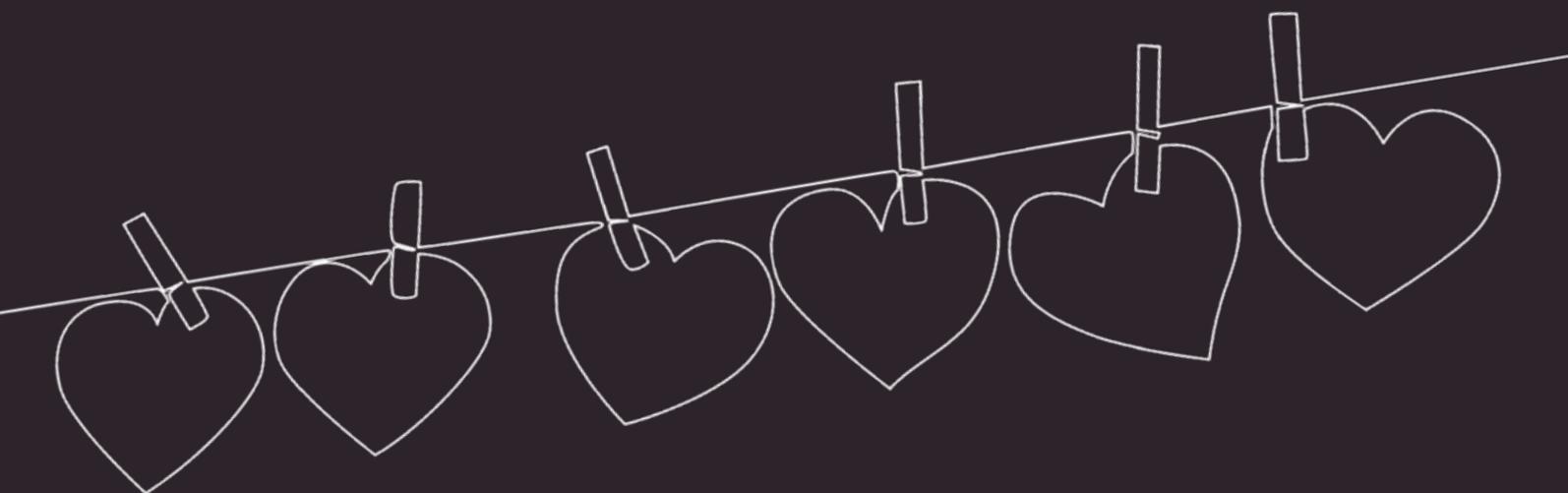
Of particular interest are the items that have become essential overnight. Hand sanitisers, hygiene wipes, personal protective equipment and other items required for medical purposes are all in high demand, with producers eager to take advantage.

This comes with risk. For example, in April, a soap factory in India made the decision to switch to making hand

sanitisers — but suffered a large explosion within just 24 hours. Two people were killed and another was hospitalised.

This is a stark reminder of risk and demonstrates just how badly things can go wrong. Within the current context, here are six key considerations to manage business risk:

- Consult an expert to evaluate the new risks you may be facing. Will you be working with increased volumes or flammable raw materials?
- Consider the employee health and safety protocols that arise when you incorporate certain chemical compounds into your production methods.
- Reassess the suitability of your building based on the finished products you are now making. Can the design of your premises actually accommodate these new activities? In terms of storage of raw materials and finished goods, does your facility come up to the necessary compliance requirements? For example, standard foam firefighting agents will not suffice. An alcohol resistant foam is critical to help fighting such fires, as opposed to just water sprinklers.
- Think carefully about employee training. Do they understand the risks and do they know how to handle these materials safely?
- Ensure your stocks of alcohol resistant foam are sufficient to last for at least 90-minutes of fire-fighting.
- Consult with your broker to discuss changes to your risk profile and ensure that your insurance policies are updated, providing sufficient cover should an incident occur.



CUSTOMER SERVICE

The COVID-19 pandemic presents a once-in-a-lifetime opportunity to make a difference in the lives of your customers — but only if your heart is in the right place.

In normal times (now gone-by) the simple challenge for your customer service department was to ensure that people got the best possible experience and enjoyment from your products or services.

In a post COVID-19 world, the vision for the customer service department must reach further. Today, what you will be dealing with is a complete redefinition of the 'extra mile': now, your focus must shift to *helping your customers get back on their feet after the pandemic*.

Customers now find themselves in a position where they are hypersensitive about getting fatally sick from the everyday activities they used to enjoy in the past, like getting a haircut, going to the gym, the movies, or to church.

They're also making trade-offs between their personal freedoms on one hand — and staying safe on the other. Few of us could have predicted how it would feel to have our movements, personal interactions and everyday conveniences restricted in such a way.

For insight into the hearts and minds of your customers, take a look back at your friends' social media feeds during the Lockdown. Every one of them, experiencing similar emotions: *yearning for normal life*.

As a result, customers now have all-new expectations of the brands they do business with today. Let's explore.



Foundations for future growth:

ASKING NEW QUESTIONS

How do brands build relationships with their customers? They do it over time, building up slowly through positive experiences, keeping promises and following through.

However, a crisis like this one will put this relationship to the test. With new limitations on face-to-face interactions, organisations must find ways of delivering value through digital platforms, and by understanding that customers are anxious and fearful even as the economy gradually opens up again.

In the aftermath of this pandemic, your customer focus must be reinforced.

So, ask yourself, *'How do we support our customers in a meaningful and relevant way that helps them with their new needs and heightened emotional state?'*

This is where the emotional intelligence of your customer service team will come to the fore. We know that the average person is dealing with some very real post-COVID concerns. Therefore, the brands who

Practical issues

The feel-good factor means nothing unless you can deliver in these key areas.

- Reduce customer wait times and manage heightened caller frustration
- Identify the frequently asked questions which can be quickly automated
- Manage your customer service team if physical work locations are no longer viable
- Offer the same level of customer care when agents need to work from home
- Build unshakeable levels of trust in both the workforce and your customers

communicate with *care, empathy and trust* are the ones who will benefit most in the aftermath of the Lockdown.

Now, more than ever, the customer needs to be acknowledged and understood. They are also going to be more sensitive to the offers made by brands which appear self-serving and inauthentic.

Remember: the decisions you make

today will have a long-lasting effect and will out-live the current crisis. How do you want people to look back on this period of time?

Now can be the time to deepen your relationship and strengthen your bond, but only if your message of solidarity and support is matched by the experience that the customer actually receives.

Running the numbers

Researchers have uncovered a number of emerging trends that have implications for your customer service department.

TRUST

71 percent say that if they perceive a brand putting profit over people, they will lose trust in that brand forever

Edelman Trust Barometer

TRAUMA

22 percent of people say they are worried about running out of money in the aftermath of COVID-19

Agility Public Relations

SPENDING

Online shopping is the new normal, with **30 percent** of people saying they plan to shop online more in the future

Prosper Insight & Analysis

PRIORITIES

One third of consumers say they will re-evaluate their priorities when the pandemic is over

Ernst & Young

Rise above:

LET GOODNESS PREVAIL

Brands that harness the power of kindness and grace will transcend the forces of negativity — and reap the rewards.

Now is the time to embed kindness and grace into the very fibre of your organisation. This is how a select few companies will move from a position of scarcity into one of prosperity after the Lockdown.

Now is the time to simply do what you already know is right, and to grow your brand through admirable acts. Being kind means creating warm, selfless experiences which customers can genuinely *feel*. And this means breaking your own rules.

You need to trust and empower your front-line service personnel to exercise their *discretion*. Where do your customers need you to be flexible? Scrutinise your standard practices, contract conditions, penalties and cancellation policies, actively looking for ways to waive those restrictive policies.

You might have every legal right to enforce these contracts to the letter,

but you have no idea how much your customers will appreciate it when you turn a blind eye to the paperwork and instead focus on the *relationship*.

Make no mistake, people will remember the brands who do (and do not) show their humanity as they are trying to get back on their feet after the pandemic.

This show of compassion will also have an impact on the way your employees feel about the organisation they represent, and their confidence in you personally as its leader. Open the floor to them to conceptualise the best ways to make a difference, then get out of their way as they deliver, allowing them to be the heroes in all this — not you.

“ Now is the time to simply do what you already know is right, and to grow your brand through admirable acts. ”



The banner features a blue background with a blurred image of a person's hand pointing towards a screen. On the right side, there are three overlapping colored squares: yellow, green, and red. In the background, there are faint icons of a bar chart, a pie chart, and a globe.

eCommerce CRM & ERP

| Premium Web Solutions at the click of a button.

CONTACT DETAILS

Tel | +267 397 1247 Mob | +267 77 555 598 Email | sales@weblogic.co.bw Web | www.weblogic.co.bw





ADVERTISING IN A RECESSION



What's the first budget to be cut when times get tough? Advertising. Why? Because it's easy. Problem is, the easy way out is almost never the best way out.

Whether you're a small company who needs to save a few thousand – or a big one who needs to save a few million – the easiest place to find that cash is in your advertising budget. It's unspent and uncommitted – plus you don't have to fire anyone to make the saving.

Many believe that taking the money out of advertising is the best short-term fix. In their minds, marketing spend can always be increased later, with no lasting damage to the business. *Oh, really?*

Keeping your marketing department adequately resourced is part of the solution, not part of the problem.

To position your company for success, it's important for you to craft advertising strategies that capitalise on the type of consumer needs that are going to become more apparent during the downturn.

Then, only once you've done that, come up with a budget to achieve that strategy.

The losing companies will get this process the wrong way around. They'll cut the budget *first* and look for a strategy to fit that budget *later*. It will be a costly mistake.

In a recession, do you think that consumers stop buying the brands they know, trust and love? Of course not. They still gravitate towards the most visible, high value brands. Perhaps more faithfully than ever before. Why? Because they can't afford to take risks and lose money on a bad investment.

This pattern doesn't just apply to consumer products – it applies to almost every business, selling anything. A recent study done by *The Economist* suggested that as many as 84 percent of purchases in today's economy are brand-driven. History shows us that branding matters. *Logic tells us that it matters even more right now.*





Opposing strategies:

A TALE OF TWO COMPANIES

One will thrive during the recession, and one faces an uncertain future. Can you tell who is about to lose a big chunk of market share?.

Conventional marketer **Logical opportunist**

'We'll cut our budget, and then put our business growth plans on hold until things clear up. Nobody buys during a recession. We can bounce back when the time is right.'

'We'll set our advertising strategy to take advantage of opportunities in the downturn, and use time to put distance between us and our rivals in the market.'

“ Sales happen when you get access to people and they trust you. In this way, advertising makes sales happen. ”

For better or for worse:

PUT YOUR VISIBILITY FIRST

The post-COVID economy is a golden opportunity for those rare decision-makers who bite the bullet to keep their visibility high.

Too many small business owners think that consistent marketing is only for the big boys. Perhaps this self-limiting mentality is part of the reason why they stay small.

Market your business before you pay yourself. Seriously, it's that important. Advertising feels like an expense. It's not. It's an *investment*. An investment that takes a little while to pay off, but when it does, it's magic.

The best thing about marketing is that when you mix three ingredients – time, money and intelligence – customers start coming to you with

their wallets open. A consistent, persistent, intelligent ad and marketing campaign, done for months or years is nearly certain to pay off.

Remember, sales are what make your company work. And sales happen when you get access to people and they trust you. In this way, advertising makes sales happen.

Be direct

Now is not the time to be cute and clever with your ad campaign. You don't have enough money to be hip. You don't have the resources to be sending subtle

messages. What you do have, though, is an opportunity to be direct. To be *blunt*. To clearly and honestly outline exactly *why* people should buy from you.

Before you run with it, ask five strangers to read your ad. Is what you do obvious enough to them? Is your promise crystal clear? Is it easy to contact you? Make sure you're not missing the mark.

Your headline is an invitation to read the rest of the ad, so make sure your audience understands it. Make sure it *sells*. If you don't get the prospects' willing participation in the ad, they'll turn the page, change the channel or keep scrolling. Remember that as humans, our favourite question is, 'What's in it for me?' So make sure you're emphasising these right points.

On top of all this, you also need to make it unbelievably easy for the reader to do what you want him to do – which is contact you by phone, email or visit your website.

Spend regularly

Yes, advertising is scary. It seems like a gamble. You pay your money and nothing happens. You pay your money again and nothing happens. Then, after a while, the results start to show.

Problem is, most business owners get impatient. They give up too soon.

The way to plan your advertising is to *budget* for it. Figure out approximately how much your competitors advertise. Then, settle on a percentage of your revenue that will at least match, if not beat, the industry average.

Then, every month, whether you need it or not, spend that money. Spend it when times are good. Spend it when times aren't so good.

Capitalise in this period of uncertainty. Stay winning while your competitors run for cover.

Moving forward:

HOW TO IMPROVE YOUR ADVERTISING MESSAGES

One of the reasons why some brands have gone into radio-silence at this time is because *they don't actually know* how to respond. You could call it deer in the headlights, or ostrich in the sand — fact is, when the challenge shifts towards projecting confidence and relevance in the current climate, they're lost.

You're different. You know the way forward. Now that you've been persuaded to keep investing in advertising, it's by no means business as usual for your creative team.

How will you adjust and modify your messages to align them with the mindset of your target customer at this time?

Social Media becomes the Holy Grail

The first rule of fishing is to go where the fish are.

Advertising is the same. Even with the economy gradually opening up, a large portion of people are still working from home, so the only contact you may have with them is online — or with existing media companies who have a strong online strategy.

This is a major behavioural shift that advertisers must pay attention to. Re-allocate your budgets accordingly: reach your customers where they are most active, in places such as Facebook, Instagram — and to a lesser extent, Twitter.

Traditional media (particularly the newspapers and radio stations here in Botswana) are taking a massive hit to their revenues and are unable to cover their costs of production. Many are totally unprepared to add value for their advertisers in the new marketplace they find themselves in.

A recent US-based survey revealed that 52 percent of marketers said they will spend more on social advertising

than they did in 2019.

Additionally, 50 percent said they were planning to spend at least half of their annual marketing budget on social media advertising this year.

Financial insecurity will be top-of-mind

Consumers in Botswana may not be the most fiscally responsible, but COVID-19 will impose cut-backs on the average household, either by choice or by necessity.

People may have spent the past couple of months focusing on their personal health and safety amidst the outbreak, but there's a significant second order effect of this virus: *running out of money*.

Think: credit card bills, rent, mortgages, school fees and all the rest. As an advertiser, you can respond to these concerns by offering special pricing, new financing deals and other incentives designed to set people's minds at ease.

These messages really hit home in troubled times. Being human and transparent is key.

Customers will remember the brands who cared for them, as well as those who came for their blood.

The brands who understand their market the best will emerge at the top when all this is over. It has never been more important to *think like your customer*.

If you feel out of touch, what's

the harm in asking them? Use online surveys to gather real-world intelligence instead of making blind assumptions that could prove costly.

Botswana are open to surveys in this form and will appreciate your efforts to reach out. Find out what they're going through, what they're worried about and how their needs have changed.

Position yourself for success when the rebound comes

Your clients haven't disappeared into thin air. It's not like they're *dead*. Do you predict that market demand for goods and services in your niche will return (with interest) in the near-medium future?

Prepare accordingly. Use this time to sow the seeds in their mind. Position yourself at the front of the line when the world returns to normal.

As an advertiser, you can prepare for that upswing by building your brand and creating bonds with your community.

You might not be selling at the same level as you were this time last year, nobody is, but you can generate advertising messages that *educate, inspire and lead*.

These are priceless assets — but so few brands are willing to invest the time and effort. Instead, they'll complain that the phone isn't ringing, the market is to blame — and that nothing can be done. This is so far from the truth.

**DON'T STOP
WHEN YOU'RE
TIRED
STOP WHEN YOU'RE**

DONE

wealth

BOTSWANA



ALLIANCE MEDIA

Botswana's Leader in Billboard & Airport Advertising!



Billboard Sites



Mall Media



Spectacular Billboards



Airport Media



Landmark Outdoor



Street Furniture



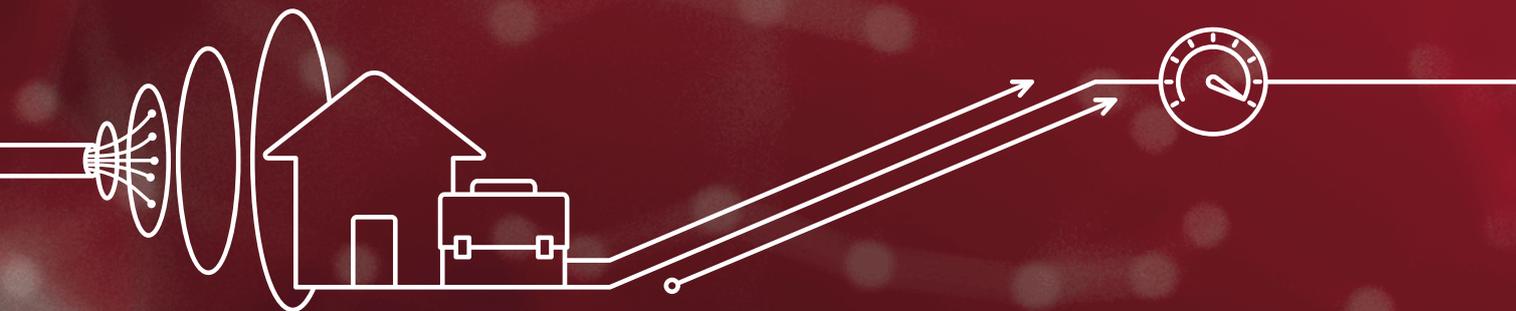
Tel: 317 0090
www.alliancemediacom.com



Back at work?

Internet giving you trouble?

Jenny provides you with an unlimited, reliable Internet connection so you can work without any extra stress.



Get an obligation FREE 7 Day Trial to Test our Fibre via Wireless Service

For more information contact sales@Jenny.co.bw

www.Jenny.co.bw
+267 397 2712

