

ment: These are all important things that have been mentioned, but it is like talking about someone's golf swing. There are 27 different things you're supposed to remember. And then you start overthinking, and you can't even golf anymore. Sales and marketing and branding are huge, but an underlying issue is building the right team. I started a lot of businesses back in the '80s and '90s. We would open a dozen businesses in different areas. Some fell flat on their face, and some did

fantastic. It came down to having the right team in place. Having the right synergy makes or breaks a business.

Kint, Keypoint USA: If you don't have that, you are like the Chicago Cubs.

Crowe, QeNets: You can't afford to have the wrong people. I can't afford to have people playing solitaire because they do not know what to do and they are too afraid to ask, or they told me in the interview that they could and they

can't. A small business has to have the right people because otherwise they can completely bring it down.

Young, Paragon Wealth Management: And it's one of the most difficult things for the business owner to do because it is a human interaction that is just not working out. It's like breaking up or getting a divorce.

Kint, Keypoint USA: You don't fire them, you make them available to the industry.

Young, Paragon Wealth Management: A lot of times you are doing them a favor, because they are struggling in your business but they might have other attributes that work great in another business. It's a leadership thing and you have to step up and do it. When I've done this, we've gone through tremendous growth, and when I haven't done it, I get bogged down.

Kint, Keypoint USA: It is one of the toughest things they are going to do, but if they can't fire now when they're young and small and growing, how are they going to do it later?



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