



Creating An Atmosphere of Accomplishment

Regardless of your calling, it is the responsibility of every individual to negotiate his/her way through life with the minimum of friction between one's self and that of other people. To negotiate with others without friction is a rare ability. It is a necessity especially in marketing personal services effectively.

Every master salesman understands the importance of how to market his services effectively through the essential quality of a pleasing personality. Meanwhile, a sound character will help one to keep one's services marketed permanently.

A pleasing personality is defined as one, which has flexibility and adaptability sufficient to permit an individual to harmonise with any environment, and the necessary magnetism to dominate through attraction.

It is important to understand and appreciate that a person's personality can influence the atmosphere either positively or negatively. It can also be an inspiration to other people in their journey to success.

Every human being carries with him what is known as an "individual atmosphere". This contagious atmosphere is but the sum total of an individual's reflection of the factors of a pleasing personality, plus any of the factors of a negative personality, which the individual may possess.

Similarly, every business and every place of employment has also a distinctive atmosphere of the combined personalities of those who work there. A person with a

dominating personality of a pleasing nature may so colour the atmosphere of the place where he works that the spirit of the entire place will also be pleasing.

On the other hand, a person with a dominating personality of a negative nature may transmit that personality to everyone resulting in displeasing and unpleasant atmosphere at the place.

Remember that you are contributing through your personality to the atmosphere of the home in which you live and the place of business where you work. Every home carries an atmosphere, which indicates clearly whether there is harmony or friction as the dominating factor of the home.

The positive or pleasing atmosphere value of a place of business, while it is an intangible asset, is one of the greatest assets any business can have. Such an atmosphere may be had only through a combination of positive individual personalities.

A pleasing personality is the factor that determines whether you are liked or disliked by others. It is the medium by which you will negotiate your way through life. It will determine, to a large extent, your ability to associate and cooperate with others with a minimum of friction and opposition.

People with pleasing personalities have little difficulty selling themselves in all their relationships. In reality, a pleasing personality is an asset of priceless value



that can be attained by those who are willing to pay the price for its development. An important part of this price is a sincere, wholesome love for people.

DEVELOPING TRAITS

Most people who possess a pleasing personality do so as a result of diligent and persistent voluntary effort to develop them. It is encouraging to know that these qualities are within reach of the humblest person.

It is through assimilation that you will have the means, to reshape your entire relationship with other people. Your personality is your greatest asset or your greatest liability. It embraces everything that you control; your mind; your body and your spirit. It shapes the nature of your thoughts, your deeds and your relationships with others. It establishes the boundaries of the space, you occupy in the world.

Among the more important blending of many qualities that a master salesman should possess are:

Good showmanship – an efficient

showman who understands and applies the art of catering to the masses. He appeals to the people through their imagination and keeps them interested through curiosity.

Definiteness of purpose – be definite in developing relationships of harmony and in adopting a major goal or purpose as a life work.

Appropriateness of clothing – dresses in clothing that is not only to himself but to his calling. First impressions are lasting and will give an advantageous start.

Posture and carriage of body – alertness in posture and carriage of the body indicates alertness of the brain and keenness of perception.

Voice – the tone, volume, pitch and general emotional colouring of one's voice constitute important factors of the pleasing personality.

Sincerity of purpose – an important factor to boost or gain the confidence of others.

Choice of language – expressing in language appropriate to his calling and avoids the use of slang and profanity.

Poise – poise is based on self-confidence and self-control. Lack of it irritates and annoys other people.

Positive thought and positive mental attitude – possessing a positive mental attitude displays the character of leadership and yen for success which bodes well for confidence building.

Facial expression – this is an accurate medium for the interpretation of one's moods and thoughts. It is the character analyst's barometer, by which he may measure accurately how one's mind functions.

The art of being a good listener. Train yourself to listen attentively when other people are speaking and do not show ill breeding by breaking in and taking the conversation from others.

Enthusiasm – an essential factor in all forms of salesmanship, the sale of personal services included.

The above list is non-exhaustive, but is considered among the majority of qualities needed to be had through practice plus definite determination to possess them. The key is to begin acting as if you already possessed the trait you desire.

Cultivating a pleasing personality will inspire that good feeling and equip

one with skills – enthusiasm, initiative, accurate thinking, inspiring cooperation, and tolerance among others – that are essential to anyone's chance of success.

PETER NG

Among the most notable successful Malaysian entrepreneurs who has all the major traits of pleasing personality is Datuk Peter T. S. Ng, Founder and Chairman of UCSI Group – a conglomerate that operates in education, consultancy, healthcare, hotels, property and technology.

An affable, friendly and courteous character, Ng's passion as an educator and successful entrepreneur has encompassed excellent qualities of pleasing personality with definiteness of purpose, confidence, poise, enthusiasm, positivity and the habit of doing more than paid for, among many others.

Widely regarded as an acclaimed speaker, Ng is something of a regular at



Peter Ng

international and domestic conferences on education and management. His willingness to share his experiences and knowledge has inspired countless stakeholders from employees to business associates and students.

The UCSI Group began with education as its niche when Ng founded UCSI University in 1986. Originally a computer training institute, the UCSI brand swiftly attained national recognition for its commitment to excellence. Steady status elevations followed and the institute was accorded full-fledged university status in 2008. Today, UCSI University is regarded as one of Malaysia's foremost education providers.


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IS YOUR GREATEST
ASSET OR LIABILITY.
IT EMBRACES
EVERYTHING YOU
CONTROL, YOUR
MIND, YOUR BODY
AND YOUR SOUL." ~
DR. NAPOLEON HILL.***

After relinquishing the vice-chancellor role in 2010, Ng focused on the overarching growth strategy for UCSI Group. Steady growth was achieved despite significant economic headwinds and more than 20 subsidiaries are now parked under the UCSI umbrella.

The Group's ventures are anchored on a commitment to touch and improve everyday life and virtually every endeavour places a premium on value innovation and consumer understanding.

In addition to the Group's activities, Ng also works closely with Prof W. Chan Kim – the world-renowned business strategist – in establishing the Blue Ocean Strategy Regional Centre for the Asia Pacific region. He also serves as an advisor to the Malaysia Blue Ocean Strategy Institute, a non-profit organisation established by the Malaysian government.

Ever passionate about learning, Ng believes that leaders must be faithful, available and teachable. Committed to groom tomorrow's leaders, Mentoring sessions are frequently held and these are not limited to UCSI Group employees. Ng's own qualities are constantly recognised and he has bagged top entrepreneurial awards in recent years.

Despite the many accolades, Ng retains his down to earth persona by delighting in the simpler pleasures of life – often passing as a game of basketball that he indulges each week – with people from all walks of life. Never one to forget his roots and the struggles of his early life, Ng frequently contributes to charitable causes. 

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