



The Risks of Indecisiveness

By Joel Pekay

I am a positive person and don't like to focus on the negative, but there is one complaint that I hear frequently and I think it needs to be addressed. The complaint is focused on an inability to make a decision by corporate leaders.

I, too, have been a victim of this situation. I was interviewed for a director of sales position with a global company. During the interview process, I learned that the chief operating officer (COO) had been searching for the "right" person for more than nine months. My reaction was simple – here I am. Yet, when the time came, the COO opted to offer me a lesser position for less money, which I politely declined. He could not decide what made a candidate the "right" one. A year later, I heard that the position remained unfilled.

By not hiring someone – anyone – consider the lost opportunity to generate new revenue by playing it "safe" and continuing to search for the "perfect" candidate. Even if the candidate is not 100% right, an 80% "right" candidate will grow your revenue and help to drive company success more than if the position remains unfilled.

A few thoughts for hiring managers and executives to consider:

- Action is better than inaction
- Inaction can negatively impact your company's market perception and future
- Don't drag the process out just because you can't find the "the" person
- As an executive, make a decision – that's your job
- It is better to take a risk, try something, and fail than not do anything at all

This extends beyond hiring too. Think of the lost opportunities in the development of new products or services, market expansion, software and network systems, operations, etc. If you are still concerned about the commitment of hiring an employee who may only be "80%", then outsource it to reduce your direct risk. I implore you to take a chance and invest in building your business – whether by making hiring decisions, outsourcing, or both! Opportunity and success await.

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Scuderia Partners represents global, national, regional, and local businesses looking to expand in the North American market. We do this by building your brand, prospecting, outreach, sales, and ongoing customer management. Throughout the process, we build a scalable approach for continued success.