

**Chapter 11 Management Skills  
Career Chatroom Career Profile**

**Flash Shelton**

**Owner/President, JUST FIX IT, INC/Your One Handyman**

**Q What do you do at work?**

**A** We do home repair and remodel work for residential and commercial properties. In addition to managing the business, meeting with customers, and following up on jobs, I am always thinking up new ways to bring in new customers and keep the ones I *have* happy. When you run a business, you have to think in advance—what I do today is for tomorrow. To market the business, we use print ads such as in phonebooks and on the Internet. Our user-friendly Web site and being involved with community events prove to be good sources of advertising, too. I think word of mouth has been the best source of advertising and marketing for us.

**Q What was your first job in marketing?**

**A** When I was 16, I was hired by a school district to perform various maintenance tasks. Later, I worked for a chain of video stores repairing counter tops and building new cabinets. Once I started my own company, I realized the importance of marketing and advertising and it grew from there.

**Q What skills are most important to you?**

**A** Overall knowledge of the job you're setting out to do *and* being a good manager are essential. Anyone can learn a trade but it takes a special person to be able to run a business. You need drive and determination. Customer service and people skills are key. You can acquire a customer fairly easily, but getting that customer to call you a second time is the challenge. Another challenging—though important—skill is the ability to hire good help. Finally, take pride in what you do—it's not *just* a job.

**Q What is your key to success?**

**A** Being successful requires knowledge, skills in management, networking, communication, and marketing, great customer service, reliability, and trustworthiness. And overall, a great imagination.