

Interview Assessment #6

Name of Professional: Bob Kehr

Profession/Title: Chief Executive Officer

Business/Company Name: Kehr Technologies

Date of Interview: October 21, 2016

My sixth interview was conducted with Bob Kehr who is the chief executive officer of Kehr Technologies. Throughout my interview with Mr. Kehr, I aimed to learn about the way he started up his business. I was also interested in acquiring any other information he had to share with me.

In the five interviews I have had before this one, every single professional has stressed the importance of having passion for what I will be doing. This is a recurring theme and Mr. Kehr has also mentioned this key to success. I understand why every interviewee is saying this because without passion, there would be no drive to keep pushing through the bumps one will hit along the way of creating a business. I will use this information in order to make sure to continuously ask myself if I am doing what I love. If not, I should think about stopping as there is no point in going into a career/business that I would hate.

Mr. Kehr had not done any advertising for his business. He said that it was not needed as his business is based upon relationships and he goes out and networks with people as “advertising.” This is interesting for me as I never thought that a successful entrepreneur would not have done any online advertising to launch his business. It shows the importance of being able to talk to customers and pitch the business in order to make money. I have learned the importance of speaking and that I will not always have to advertise my product through online sources. Sometimes, talking to someone face to face can be just as effective.

As an entrepreneur, his greatest struggles were getting the word out about his business. From the beginning of a business, it is hard to spread the word, but as time moves on, more and more people start to know about the business and the customer base increases. I will confront this problem through the business I will start in ISM. I must not become worried that the business will not be successful just because I may not have enough customers in the beginning stages. I will have to take everything in slow stages and stay confident through it all.

Another piece of advice Mr. Kehr had given me was to find outside help sooner. I found this as unexpected because I would have thought that almost every entrepreneur would look for help right when starting the business. I must learn from his suggestion to find help sooner so I can make use of those around me. I will be able to gain knowledge from them and also their expertise so I can be guided in the right direction.

Overall, I learned a wide variety of information from my interview with Mr. Kehr. I learned that he was very focused on customer service as he needs to have a strong relationship

with the customer in his business. I am excited to see what the future holds and ready to tackle the road to success using all of the knowledge I have gained through my interviews in ISM.