

Working less and making more

[Business](#), [Marketing](#)



A panel of judges is carefully selected to question the inventors at all possible angles concerning their ideas and what good they would be to the customers.

The invention of these employees is related to sales and marketing in the sense that the employees are required to have a ready targeted market in mind even during the conception of the idea itself. They are clearly asked what market their focus is centered on.

This key principle of innovation calls for originality. In order for the company to take up the idea and actually invest in it, they need to know if it is original or merely an improvisation of someone else's brainchild. The judges clearly ask the employees if they are indeed mining an opportunity not currently used in the industry.

Another key factor in innovation is details. Each product, in order to sell, must have well-defined details about what the clients are actually purchasing and what they will use it for as well as the how. This is evident in the article as noted from the judges' questions.

All in all, innovation is a very important factor in business especially when it comes to sales as one cannot conceptualize any idea without an innovative mind.