

2: The labourer is worthy of his reward

Back in 1915, Henry Ford had a problem with a massive power generator at his assembly plant. His team of engineers couldn't even find the problem let alone, fix it.

So, they called Charles Steinmetz, an expert in the field of generators. Interestingly, he rejected their offers of assistance - all he wanted was a bed and a ladder.

For two days and nights he was all over that generator - listening, doing computations, scribbling notes. Finally, he climbed up the ladder and made a chalk mark on the generator.

He told Ford's skeptical engineers to remove a plate at the mark and replace 16 windings from a field coil. They did as he instructed and the generator worked perfectly. Problem solved.

In the end, Ford's main problem wasn't the broken generator it was the lost production. That's why he was thrilled with the result...until an invoice for \$10,000 arrived...that's 1915 dollars!

He balked at the amount and requested the bill be itemised...and it was...

| | |
|--|---------|
| ...For making one chalk mark on GE generator | \$ 1 |
| ...For knowing where to make the mark | \$9,999 |

Ford understood value; he got value in that his # 1 problem was solved. He paid the bill.

Charles Steinmetz was *a labourer worthy of his reward* - Jesus shared this truth in **Luke 10:7**

What business lessons can we learn from this generator incident?

From the perspective of Henry Ford, the customer with a problem...

...Seek the best advice; trust it; follow it

...Be prepared to pay accordingly because it's an investment, not an expense.

From the perspective of Charles Steinmetz, the labourer with a solution...

...Listen intently to identify & focus on the real problem

...Provide the best solution and be prepared to charge accordingly.

What about from our perspective with a business a lot smaller than Ford Motor Co?

1. Understand one simple truth: like Charles, you're in the problem-solving business
2. Work out exactly whose problem you're going to solve because you can't help everyone
3. Of all the problems your audience faces, what is the main one you intend to solve?
4. TIP: This problem becomes the central theme of your marketing messages.

Tradies - # 1 problem you solve is **inconvenience** [e.g., *if the HWS is broken I can't have a shower*].

Tip re customer's real problem: are they **embarrassment** (re: state of furniture, gardens, etc); OR are they **time-poor** (so, save them time); OR **worried** (so, promise to take care of everything)?

The bottom line: Your business will grow & prosper when customers know you understand their problem and solving it is your main concern; you will then be able to charge & be paid accordingly.

Never forget, YOU are a labourer worthy of your reward - Jesus said so, it must be true!