

# The Handbook for Business, the Bible

## # 18: Go the extra mile

*"And whoever would compel you to go one mile, go with him two" Matthew 5:41 - NMB*

In context, Jesus was commanding His followers to submit to the authority of the Romans...

...If a soldier or official forces you to carry his stuff for one mile (the limit), offer to go two!

This command is also a marketing principle - when properly implemented, it brings great success.

**My recent visit to a menswear store is living proof of this:**

- \* I was a new customer, wanting to hire a suit and buy a shirt & tie
- \* The customer service was fine, the staff were very pleasant and helpful
- \* I got what exactly I wanted and left; the store made a good sale
- \* So, what's the big deal...isn't business all about making sales? Of course, it is but...!

**Imagine you're that business owner: Think about HOW you might you go the extra mile:**

- 1: The staff did not ask what else I might need now or in future, just sold me what I asked for
- 2: There was no new-customer specials or gift
- 3: No advice re measurements taken to facilitate future transactions ("men buy")
- 4: They did not offer a free garment repair service...because they don't have one
- 5: In 6 weeks since: no attempt to get me back - no follow-up; no card, call, email or offer.

This store runs a transaction-completion model whereby the goal is simply to complete as many sales as possible; but these transactions are instigated & controlled by customers...

...Then hope customers come back; BUT hope is not a good marketing strategy!

**How might the extra-mile principle be implemented in this menswear business AND yours?**

Simple: You need a new customer induction plan, program, system or procedure to tap into the potential Lifetime Value of ONE new customer...

- \* It's about communicating love (i.e., their need is above mine) beyond the POS
- \* Create a 'hook' to encourage people to come back; being cared for is the best hook
- \* Don't just fix customers' needs now - ASK (or suggest) about their future needs
- \* Customer SERVICE ends when they walk out, SERVING never ends (e.g., keep-in-touch)
- \* If you're looking for an awesome point-of-difference, you just found one - the extra mile.

***I have TWO questions for you, as the business owner:***

Q1: How could you go the extra mile for a new customer, literally today?

Q2: What will your new customer induction program look like when it's done?

***The bottom line - when you go the extra mile for your customers, amazing things will happen!***