

The Handbook for Business, the Bible

#22: For as he thinks in his heart, so *is* he

...Eat and drink he says, but his heart is not with you" - Proverbs 23:7

The **Living Bible** is ruthless - *"Their kindness is a trick; they want to use you as their pawn"*

Solomon warns of people that pretend to be interested in helping others, but in reality, they are not...their only interest is themselves - he would say, avoid them and don't be like them

From my observation, this is exactly what the marketplace has become in recent decades

* In too many businesses only \$\$ matters, people don't; they are just a means to that end

Interesting, 'thinking' is normally associated with the head, not the heart

Consider too Jesus's words, *"...out of the abundance of the heart the mouth speaks"* **Matt 12:34**

Here's the deal: Our hearts reflect the REAL or inner person - the true desires, will, spirit; it's where God establishes His will, vision, passion & destiny for each of our lives

So, our true thoughts begin in the heart; become the words we speak; then drive our actions

My question for you: Who interacts with customers - your head or your heart?

We, as SME owners have a big advantage over large (ASX-listed) companies:

Their # 1 goal is to increase shareholder & executive wealth, not serve customers, meaning -

...We can communicate love in our marketing; they can't

...We can continually improve the value of our offering; they can't

...We can change direction quickly, they can't

With that advantage in your thinking, consider:

- * WHAT value can we offer customers above & beyond what they ask for?
- * WHY do we wait around for customers to make the first move?
- * WHAT could we do to earn the #1 reputation in our market?
- * WHY is our guarantee so weak or non-existent?

My counsel: your action plan for 9.01 tomorrow morning:

1. RING a customer who recently bought from you - how are they & the product going?
2. SEND a 'thank-you' card to a customer who recently made a significant purchase
3. The next customer who rings with a problem, offer a solution beyond what they expect - *"Tell you what we will do Mrs Smith, in addition to (whatever) at no extra cost we will....."*

You may be pleasantly surprised at the response you get from these customers!

In each case you are thinking & acting with a servant's heart - a pretty rare trait in this money-hungry marketplace; a marketplace that will get much worse, Post-Covid.

Final Q: Would you THINK these ACTIONS could be part of your new POST-COVID model?