

# The Handbook for Business, the Bible

## #30: Choose a good name above riches

Have you noticed the stench of corruption, deception, shady deals and downright illegal activities going on in big business, the banks, all levels of government & public service?

There's a crisis of trust, everywhere! It's like our nation & the marketplace are being run by the dodgy brothers.

Of course, it all gets back to one thing: the LOVE of \$\$ and its corollary, the hate of people.

As the stench is exposed, reputations are trashed; public confidence wains; cynicism rises.

And it's tempting to "join in because everyone is doing it" **Eccles 8:11**

Not so. Corruption, theft & deception are not the traits we aspire to.

If others do it, that's their call and they must live with the consequences, temporal & eternal.

Solomon summed it up: *"A good name is to be chosen above great riches and loving favour above silver and gold"* **Proverbs 22:1 - Geneva**

*THE CEV - "A good reputation and respect are worth much more than silver and gold"*

**In the current & post-Covid marketplace, 2 ways you can build a good name & reputation:**

1: Create & offer a **powerful guarantee...**

- \* This will definitely set your business apart (so few offer a guarantee today)
- \* You reverse-the-risk on a transaction - if customer not happy, neither are you
- \* Many would fear such a strategy is open to abuse; but why should it be?
- \* Even if 2% of customers abuse, it means 98% won't
- \* A great guarantee, as part of a value-package, can allow for higher prices

2: For all first-time customers deliberately **make a promise** that you keep...

- \* E.g. *"I will get back to you with that information by lunchtime"*
- \* E.g. *"I will drop by and take a measurement at 4:30 today"*
- \* And you could prepare a 'menu' of promises to pick from
- \* By keeping the promise, you prove you can be trusted
- \* And giving you a 2nd opportunity to nurture that [new] relationship
- \* In this age of deception/corruption people will value you keeping your word

Being in business has always been a tough gig; since the GFC in 2009, the environment got a whole lot tougher! And now we have to get through the impact of Covid.

Focus on building a good name & reputation above riches...and the riches will likely follow!