

8: Two are better than one

Here are three brief case studies involving business owners, staff and customers:

- * A small RETAILER offered his team a bonus if December sales exceeded target; literally on the 31st a large sale got them over the line but the customer didn't pay until early new year! So, no bonus was paid...on a technicality; naturally, the staff weren't too happy!
- * A large RETAILER sold us a TV, stand & video unit in a package deal. Our main concern, that they would set it all up and tune in the TV. 'Sure, no problem' the salesman assured us; the goods duly arrived but the delivery guys ignored my setup request, 'Not our job' they insisted and left.
- * A KITCHEN manufacturer used to take his whole team to the annual Home Show; for the production guys it was like a holiday; they got to interact with prospects, their line being, "I'm not salesman, I build the kitchens" then shared the mechanics of building kitchens; it worked a treat.

These incidents all link to a key verse in the Handbook - **Ecclesiastes 4:9**, "Two are better off than one, because together they can work more effectively" Good News Translation

What principle can business owners take from this verse?

There are several but today the key is **unity** - one of the 'two' is the owner, the other is the team.

The key words, **together** and **effectively** lead to the best outcome for both team & customers...

...The bonus thief lost his best staff...and eventually went out of business

...The appliance retailer is listed on the ASX; they care more for shareholders than staff/customers

...The kitchen guy built a huge business caring for their customers in unity with his team.

I reckon these examples would be speaking volumes to business owners:

- * With both retailers, there was no unity on the team; no, two-are-better-than-one; indeed, it seemed like it was 'every-man-for-himself'
- * The staff attitude would have been, "I just work here" or "they never listen to me"

The question is, what do you need to change in your business to ensure two are better than one?

This may be not be easy, considering the challenges of last couple of years:

Indeed, many owners have been in survival mode, unsure of their future. But now with things on the improve it's time to take stock of your business model, starting with your team.

Three ways to create UNITY within the TEAM, so everyone is on the same page:

- 1: SHARE your vision for making the world a better place; then you live it, breathe it, share it
- 2: SETUP a weekly team meeting to share key numbers; get feedback; brainstorm, listen
- 3: ENCOURAGE all staff members to see that they are indeed 'in marketing' to communicate love to each other and to your customers.

Your goal must be TWO (you & your team) working together in unity are better than one, two, three or more individuals working alone, as it were!