# From the Handbook of Business, the Bible

## # 11: The right word at the right time is gold

Last week, I told of some pretty ordinary service at a local store. We concluded that an excellent way to treat a customer was to assume it's Jesus, considering what you would do different.

This week, I have a customer engagement STRATEGY to nurture relationships & improve sales.

It's from the Bible, our Handbook for Business - Solomon's **Proverb, 25:11**...

*"The right word at the right time is like precious gold set in silver"* - **Contemporary English Version**

Not only is it a Biblical principle, but if practiced, '***the right word***' will help fix a nagging problem I see too often in business - poor marketing and profitability well below potential.

If business owners apply this strategy '***at the right time***' the desired result is guaranteed!

### When is the right time to share the right word?

I suggest, at the Point-Of-Sale helping your prospect who has a problem they need solved.

**Here are 3 easy-to-learn TACTICS that support the customer engagement strategy:**

**First**, ASSUME the prospect is **facing an emergency...**

* This will switch your focus from a trying to get a sale to finding & solving a problem
* Empathise with their pain, e.g., "*that's not good, we need to get it sorted, fast*"
* And of course, you offer the best solution - either Product A or B
* For tradies, your customer's # 1 emergency is inconvenience.

**Second**, ASK a **recognition-style question...**

* Research shows people crave 2 things at the P-O-S are love & recognition -

  ...E.g., with my hardware store visit, a simple Q could have been, "*Are you going to prune some trees?*" If not, it alerts me to another issue I need to deal with; if so, it alerts him to other tools or advice he could me offer now or in future

  ...Then because he went out of his way to engage, to listen, to offer some love & recognition, my *croc brain* will remember him as, ***a friend I want to do business with***.

**Third**, PROMISE to **take care of everything...**

* Then define what 'everything' means in relation to your product or service -

  ...E.g., it could involve delivery, installation, training, cleanup, a powerful guarantee, post-sale follow-up, free repairs, whatever takes away the customer's pain

* These 'everything' benefits can be built into your offer as a point of difference.

### What's the outcome of sharing the right word at the right time?

It's in the verse - '*precious gold set in silver*' - that is the result you can look forward to when you engage with customers at this level, rather than just trying to make a sale!