

From the Handbook of Business, the Bible

15: He crossed to the other side of the road

I rang a multi-office legal practice recently with a simple enquiry. All I wanted was a checklist for setting up a family trust...not rocket science.

I was told the responsible person was on leave and apparently no one else could help...I would have to wait until mid-June. My croc brain kicked in - Pete it's too hard, can't wait...so I went elsewhere!

It got me thinking...there must be a Bible example along similar lines! And there is - remember the parable of the good Samaritan - Jesus' illustration of who is our neighbour in Luke 10:30-34...

A summary: "the robbers left him half dead...when a priest saw the man lying there, he crossed to the other side of the road and passed by; a Levite walked over, looked at him, then went on; but a despised Samaritan came along...saw him and felt deep pity...and looked after him..." Luke 10:31 - Living Bible

What is the connection between these two incidents?

It's that moment when two human beings interact in everyday life or business (eg. at point-of-sale)

...In a few seconds you will decide, what you want FROM, and what you will give TO, this person

...And most of the time, this decision is AUTOMATIC because we all have a **default setting**.

Back to the lawyer: For such a large business who focus on customer relationships & service (according to their website) they let a hot prospect go by foisting their staff problems onto me.

...The person I spoke to would be oblivious to the lost opportunity...the expert was away, bad luck

...Their business model is at fault - in effect, it forces staff to 'cross to the other side of the road'

Back to the parable: Imagine the bandits are your competitors; the victim is a customer...

...The priest & Levite concluded this customer had nothing to offer (being a 'D' on the ABCD scale)

...They saw only work & cost in getting involved; in a few seconds, with no WIIFM they fled

...They were totally self-centered with no desire to solve their neighbour's problem.

I suggest their response did not just-happen; it was embedded deep in their soul; the next person they met would have been treated the same way!

And of course, you, the business owner, are the good Samaritan:

...Concerned about your customer; indeed, you're in business to solve people's problems

...Within seconds you make the decision to help/care/love because that's your default setting

...You certainly would not cross to the other side of the road, ignoring people in need.

I call this, **the 7 seconds that will change your world!** During those critical 7-seconds the real you, turns up...it will then lead to either a Levite/priest outcome or good Samaritan outcome!

Just like the real lawyer turned up; and in recent times I've shared about the disinterested hardware store employee that turned up; and the no-follow-up menswear store owner. Each represents what's wrong with the modern marketplace - promoting self & putting money above people!

Next week I will share key reasons why this happens and an opportunity for those who choose to transition from Levite to Samaritan, meaning they never again cross to the other side of the road.