

From the Handbook of Business, the Bible

17: Please take care of him

This is part 3 of the Parable of the good Samaritan and how it aligns with business success.

Luke 10:30-37 - verse 35 in the CEV: "...the Samaritan, gave the innkeeper two silver coins and said, "Please take care of the man. If you spend more than this on him, I will pay you when I return"

It is a great picture of what's wrong with so many businesses today...where the owner and staff are focused on their need to get sales & money; customers are therefore, a means to that end.

This doesn't mean sales people aren't pleasant and helpful; in the main they are. But, while they have a better focus than the priest & Levite did, they're a long way from the Samaritan's focus.

Remember, in that first 7 seconds, an automatic choice is made: my need or the customer's.

Think about the purchases you've made in the past week...and the person or algorithm you did the deal with. Did you feel the love, care & concern the good Samaritan gave a person he never knew, especially after that follow-up call to see if you were happy with the purchase; Oh, you haven't, yet!

Once you're through that 7-second decision phase, what's next?

It's the good Samaritan, 'please take care of him' phase. Here's how it works in **3 steps**:

First, remember the reason you're in business is to solve other peoples' PROBLEMS, not yours:

* So, identify the MAIN PROBLEM you have the solution to, e.g., *the problem is not what bed to buy; rather, the prospect isn't getting a good night's sleep*

...If you're not sure what their problem is, ask questions such as "What frustrates you about your current (whatever it is) OR what frustrates you buying... [the product you sell]"

...Broadly, 80% will give you a similar answer...and this is the GOLD you're looking for

* During this phase, don't talk about you or your business, just focus on their problem.

Second, position your product or service as THE SOLUTION to their problem...

* Explain your product/solution in a simple, clear way because 'if you confuse, you lose'

...Example: *the XYZ bed has a revolutionary inner spring to support your spine...etc*

Third, make it EASY for customers to buy your product, especially online - tell them what to do...

...*Sign here...and it will be delivered this afternoon*

...*Pay the deposit and we can be onsite at 10 in the morning*

...*Book a discovery call now.*

A **fourth** step would be to stay in touch after the purchase; remember communicate, as in "communicate love" is an action word; do this and customers will love you.

What's the bottom line of this parable for business owners?

* My summary: "Love people and the money comes; love money and the people go"

* You will get a good Samaritan outcome when customers sense, "they get me" and your desire is **to take care of them**...meaning more customers, sales & referrals, praise God.