

From the Handbook of Business, the Bible

20: A sensible person sees danger coming

It's interesting to see what's happening at the top end of town regarding sales, profit & customers.

Their typical business model can be seen in a letter Doug (Frankston) sent the Herald Sun (20/6):

'Visiting "X-mart" we were herded through the checkout like cattle to have a sour employee bark at us, 'No. 4' indicating the machine we could clearly see, was free. In other words, hurry up, pay and get out. Just another example of the poor customer service from big corporations that is now everywhere'

* You can feel Doug's frustration! The company has over 300 stores; imagine the money they must be saving with checkout machines instead of checkout staff!

There are several links this behaviour has to the Handbook; for today, it's **Proverbs 27:12 CSB...**

"A sensible person sees danger coming & takes cover; the inexperienced keep going and are punished"

Using this example, what's the danger to be aware of?

Simple, it's copying the way people are treated by these big companies.

Of course, what they are doing is simply a reflection of their vision, set by the Board of Directors: *"To deliver a satisfactory return to shareholders"* (all ASX-listed companies have the **same** vision).

* Customers are a means to that end; there's no love; it's all about \$\$ for the shareholders

* X-Mart's core values include **integrity & openness**; yet they run AI facial recognition technology to capture faceprints without disclosing how it works; some AI has 'mood detection' capability to analyse facial expressions, used to entice customers to buy more

...Such behaviour is abominable and is likely to lead to a backlash from customers!

What can sensible business owners do to take cover?

Three strategies Christian business owners can implement, at virtually no cost:

1: As the economic danger gathers pace, **don't be tempted to switch focus** from loving & serving people to being like the big guys, loving and being desperate for money...

...In other words, don't follow the ASX listed companies and their flawed \$\$ visions
...Or your inexperienced opposition who don't have the Handbook to guide them

2: It goes without saying, **people matter**; you're in danger if you ever forget that...

...With a servant's heart, assume each customer has an emergency they need you to solve
...A simple tactic you can use is to make & keep a promise - it shows you care & builds trust
...Another is to make regular 'how's things going' phone calls; it too shows you care

3: **Focus all your communication** primarily on your customers' main problem...

...Don't firehose people with info about your company, product, offer, etc, like most do
...Assure them you understand their problem, then promise to 'take care of everything'

My counsel: Jesus owns your business; you're a sensible and experienced manager, alert for danger; you know how to take cover to avoid being punished (i.e., by customers); so, go & do it!