

# From the Handbook of Business, the Bible

## # 23: Plans of the diligent lead to gain

Lets' talk about some simple tactics that will make your business more profitable.

After 40+ years in this game I've seen it all; some amazingly profitable operators and a whole lot of journeymen, some making reasonable money, some breaking even...but way too many failures.

Sometimes the difference between the two is quite small; diligent operators seem to have an X-factor their competitors lack - an ability to connect with people; to pacify their customers' croc brains (i.e., the entry-level, 7 second brain) 'drawing' them in, not 'pushing' them away.

\* *I see this difference a lot in service businesses that have to quote against others to win jobs*

In other words, in every industry, there is a diligent minority (say 20%) with an effective plan that sets them apart; they also make a lot more profit than the average operator.

**That's the group you can be in...but it won't just happen, you need a plan and some tactics.**

**Does this plan link to the Handbook of business, the Bible?**

Yes! Today's verse comes from the wise, King Solomon, who declared in **Proverbs 21:5** -

*"Plans of the diligent...lead to gain, but all who are hasty come only to loss"* Tree of Life Bible

Clearly, some plans are incomplete or just plain wrong as the marketing tactics are faulty or made in haste, resulting in a loss - of a sale, a customer or future opportunity to serve and grow.

**What can diligent business owners do in this regard?**

**Here are 3 simple tactics - a question, a choice & a promise you can implement today:**

**# 1.** Ask customers a **simple QUESTION**, "*What frustrates you about buying..... (What you sell)?*"

- \* Their answers will be broadly similar, which for you, is marketing gold; then weave your unique solution to this frustration into a 'new' sales pitch
- \* E.g., a menswear could offer free garment repairs IF the frustration is poor quality
- \* **Reason:** Croc brains love it when someone addresses a problem it's trying to solve, instead of ignoring it & firehosing information about your business, product, etc.

**# 2.** Understand your customer's problem, then give them a **simple CHOICE** to solve it:

- \* That is, a choice between (named & packaged) products A or B - Premium package A has more value than standard package B, thus a higher price
- \* If you've never done this, select a popular product; create packages A & B; test it
- \* **Reason:** Croc brains love having a choice between two solutions to a problem.

**# 3.** Make a **simple PROMISE** and keep it...especially with first-time customers:

- \* It could be to send some information; do a site visit; or make a call on their behalf
- \* **Reason:** Croc brains will quickly conclude a promise-keeper is a friend to be trusted.

**Counsel: You, being a diligent business owner, have a plan for success & profit; you don't leave things to chance; you're not too hasty...so it will not end in losses, but gain!**