From the Handbook of Business, the Bible

30: People won't trust a double-crosser

Let's talk about a disturbing trend in the marketplace where the big end of town operates; I refer to companies caught out deliberately deceiving and ripping off their customers.

Recent examples of companies found guilty and penalized by the courts:

*	CBA: fined $1.7m	*	Westpac: $113m	*	Uber: $26m
*	Telstra: $50m	*	Crown: $80m	*	Origin: $17m

Companies spend $m's convincing us how good they & their products are. But in truth, many of their messages are deceptive. Such rip-offs would not be isolated; rather, they normal and occur because companies promote and pursue a singular vision, that is, to enrich their shareholders.

* If some customers get burnt along the way, so be it, that's business!

By the way, the small end of town isn't exempt! Broken promises and lack of trust reside there also; like the plumber who, some 9 months ago, said, *I will be there on Tuesday, but didn't say what year*!

As kingdom-focused ambassadors of Jesus in the marketplace, we are to have none of this.

What Bible verse can we apply to this situation?

Proverbs 25:19 - King Solomon warns, "*Trusting a double-crosser when you're in trouble is like biting down on an abscessed tooth*" **MSG**

'*Double-crosser*' is an accurate description: other versions, treacherous, unreliable, untrustworthy
'*In trouble*' describes the business of selling & buying as people seek solutions to their problems.

Unlike those companies mentioned, earning and being trusted surely gives your business an advantage in a marketplace that is today inhabited by vast numbers of $-loving charlatans!

Other business experts confirm this truth…

Steven Covey of '*7 Habits*' fame, put it this way, '*Trust is the glue of life. It's the most essential ingredient in effective communication. It's the foundational principle that holds all relationships*'

David Horsager, in his insightful book, '*The Trust Edge*' states…

* '*A lack of trust will be your biggest expense*'
* '*Everything of value is built on trust*'

In her brilliant TED Talk, **Rachel Botsman** declared '*the currency of the new economy is trust.*'

How can business owners build trust with their customers?

I sense our audience already know! Nonetheless, here are 3 trust tactics you can implement:

1. Deliberately make PROMISES to prospects & customers: then keep them
2. Offer a GUARANTEE whereby you take the risk: '*Money-Back*' is a powerful example
3. After sales FOLLOW-UP: '*trust things are working well Mrs Smith, any problems, let us know*'

My counsel: *When it comes to trust would you like to be a customer of your business? Or might it be like biting down on an abscessed tooth, with a trust deficit and double-crosser reputation?*

I hope not!