From the Handbook of Business, the Bible

38: Begin small and aim for a great increase

A challenge: Think back to when you started your business, opening the doors for the first time; presumably it was a modest beginning in terms of sales activity compared to where you are today.

A business is like any living organism, after conception it just wants to grow; how far, depends largely on the owner's vision, ability and character…and willingness to apply success principles!

* I trust your seed has germinated and has grown into a healthy tree with lots of good fruit.

Of course, everyone who starts out dreams of success…but true success can be elusive, as the business failure stats attest to; put simply, way too many businesses fail…because the owners fail.

What Bible verse can we apply to this situation?

"Though thy beginning was small, thy latter end should greatly increase" **Job 8:7 - KJV**

…Other versions say, your end will be: *"prosperous, very great, multiplied exceedingly or flourish"*
…And note the word, "should" suggests not all actually do increase greatly
…For us in business, I would add a qualification: "Providing you apply Biblical success principles"

This advice was given to Job after he'd lost everything and was in a terrible state! However, he maintained his faith and later, God blessed him with double what he had lost (Job 42:12).

What about some examples?

Here are TWO, both Christians starting out: One failed spectacularly, one succeeded:

He failed: A bloke who started small, buying his first business, a video store back in the 1990's…

…The only problem was, he was in a hurry & wouldn't listen to some simple advice
…That was, to verify sales records of video hires to the vendor's bank statements
…He didn't; and soon realised the vendor was scanning videos, thereby creating fake sales
…But he was already the new owner when he found out; it then got pretty ugly!

They succeeded: A couple who also started small buying their first business, a motel…

…They listened intently to our advice learning a lot about management & marketing
…They communicated love to their guests, and offered the cleanest rooms in the industry
…Their repeat and referral sales were both phenomenal
…They were very profitable and after 10 years, sold the business for a handsome profit.

What if a business owner feels their end is not looking great, what could they do?

The principle is, YOU must be more proactive with customers! Here are 4 ways you can be:

1. FOLLOW UP constantly: with prospects, after a sale buyers regret is a big issue, deal with it
2. FIX PROBLEMS fast: when there is a customer issue or problem; don't delay, own it & fix it
3. DO SOMETHING extra: your top 4% of customers expect better than average offer/service
4. GIVE more: Jesus said to (Acts 20:35) and you will be blessed a great principle for business
5. BONUS: Make and keep a promise…especially to new customers (it builds trust real fast).

Start small and test with each of these tactics; as you nurture & improve customer relationships it WILL lead to more trust and more sales, thus your great increase is assured, praise God.