

From the Handbook for Business, the Bible

12: Think of others as better than yourself

In recent weeks we've shared how YOU can do business in a marketplace that operates like a den of thieves; and how to build a better future by understanding real wealth.

Today let's speak about your customers...not as a generic group of A's, Bs & Cs in a data base, but as individuals needing their problems solved, hopefully by your business.

Business is about relationships formed & nurtured between people. The vast majority of sales transactions involve people (sellers & buyers) with only 20% of retail sales online, people free.

I get a sense that people are being ignored too much in the rush to generate sales and profits!

- * Interestingly, the reason 2/3rds of customers leave: indifference & lack of care (i.e., no love)
- * Remember Peter Finch's famous line in the 1976 movie, **Network** – 'I'm as mad as hell, and I'm not going to take this anymore' - surely you never want your customers to feel this way.

Can we link this concept to the Handbook?

Philippians 2:3, "Don't be selfish...be humble, thinking of others as better than yourself"

Proverbs 16:24, "Pleasant words are like honeycomb, sweet to the soul, health to the bones"

...**Pleasant** means, kind, gracious, delightful, positive, encouraging...or 'communicating love'

So, before even identifying your ideal customer & their problem you'll solve, consider the person on the phone or in front of you who may be worried or stressed for any number of reasons...

...1/3rd of Australian adults receive welfare and are struggling to survive

...1/4 of workers dislike their boss

...1/3rd of workers want to leave their current job

...40% of Aussies have inadequate literacy skills (ABC RN breakfast 27/12/17)

...25% of us are lonely (2021 Loneliness Report)

...Average household debt is now about 200% of income that for many, is unsustainable

...The effects of trauma, addictions, substance abuse or other burden in a world gone mad!

Imagine the impact on a person receiving humble & honeycomb words from your team instead of what they have no doubt experienced elsewhere; it could be the first they've heard in ages.

- * *I do appreciate, it's not always easy; indeed, a recent study shows increasing aggression towards retail workers; but we must still offer because of the covenant we have with the owner of our businesses - His love never stops, neither does ours.*

What would be the main lessons from today's session?

First, business is about people, they matter to God; they & their welfare must matter to us

Second, not only are some B2C customers struggling, staff you deal with in a B2B sale may be

Third, you want people to feel that, 'they get me' or 'they care' before buying your product

Fourth, don't take customer loyalty for granted; like trust, it has to be earned and nurtured.

My counsel: Normal behaviour dictates we 'look after No 1' so to "think of others better than yourself" is the exception, but it's how we must live because we represent the King in business.