

From the Handbook for Business, the Bible

29: Listen carefully to my instructions - part 1

Let's talk about how complicated business has become these days and the need for simplicity!

Example 1: Recently my credit card got hit with an Amazon scam when 13 Prime membership fees were taken without authority over 2 days! Eventually it led to a new card and bank refund.

But the complication came trying to get Amazon to fix the problem...basically they couldn't! So, in a moment of anger I decided to shut my account; and that was the most complicated process I've ever seen! My conclusion, it's virtually impossible to close an Amazon account.

Example 2: On a retail website, I checked how to get a refund, only to be confronted with a wall of rules & policies! Terms like, "to be eligible for a return" - "original packaging" - "proof of purchase" - "to start a return, contact us" - "if your return is accepted" - too complicated.

Example 3: I accessed the 'Get a Quote' form...it was like being put through an interrogation!

I'm sure you've felt the same, dealing with business policies/procedures, especially online. So, listen up, this is your opportunity to inject some simplicity into a complicated marketplace.

What Handbook principle we can apply here?

I draw from **Proverbs 8, the wisdom chapter: verses 1 & 33** - "*With great understanding, wisdom is calling out...Listen carefully to my instructions, and you will be wise*" CEV

The Spirit of wisdom constantly calls business owners through the Handbook principles. But we get busy, drawn into the world's way of doing things, which is confusing and complicated!

Often, the Spirit of wisdom calls through others, such as teachers, evangelists, preachers, etc; even experienced coaches who've learned a few things in the field of business & marketing!

How can business owners simplify their operation?

Being aware that business has become too complicated is a good start. Then you gotta stop copying what everyone else is doing and start acting like the CEO of a Jesus-owned business!

With that in mind, here are THREE simple suggestions to help you uncomplicate things:

First, assume you buy from Jesus and sell to Jesus; and He's your employee; He is truth and He is simplicity; so, what should you be doing different and better than you are now?

Second, focus on your customers: do any feel that doing business with you is too hard? If you don't know, do a survey and ask them; and check with staff for recent complaints or 'issues'

...Complaints are gold in marketing but are too often buried, ignored or treated with contempt

Third, do not accept the status quo; make sure every form, task, procedure & process adds value to your team and/or your customers; if it doesn't, get rid of it or find a simpler way -

...That retailer mentioned above could've used a simple, customer-focused guarantee: "*If you're not happy for any reason within x days, simply return the goods for a full refund, no questions*"

...If your response to that suggestion is '6 reasons why that wouldn't work in my business' you're in the wrong game and will struggle to build a great business not being customer-focused.

Counsel: *The Spirit of wisdom is calling; I pray you're listening carefully, not distracted by your own or the world's wisdom to areas within your business that need to be simplified!*