

The Handbook for Business, the Bible

Identifying and overcoming your main problem

If your business is not performing as well as you want, I contend the problem is not a lack of passion, people, products or market opportunity.

The main problem in business today, big and small, is the over-emphasis on selling and the under-emphasis on marketing! You have likely fallen into the same trap.

Understand this - selling & marketing are not the same...

...The main goal of SELLING is to maximise transactions and make money

...The main goal of MARKETING is to nurture relationships and solve customer problems in a unique way; get this right & the money will look after itself.

Think about this: selling ends when a sale is completed; but that's when marketing begins.

You may be thinking, "yeah right, what's he on about - everyone's into selling, we don't have time for all that marketing stuff" - fair enough, if that's your choice.

But I guarantee you're losing sales & profit; and leaving a lot of your customers underwhelmed.

My counsel for business owners:

Transforming yourself from seller to marketer will ensure a better future because your primary focus switches from things & money to people & serving.

We have access to the world's greatest coaching manual on marketing, the Bible!

* Including the very essence of marketing - i.e., communicating love

Assuming you want to improve, stop following the herd's sales-focused mindset; it's leading them over a cliff in what is now an agonisingly competitive marketplace.

HANDBOOK COUNSEL for today: Apply the spiritual principle in Romans 12:2a to the physical realm of your business...

"Do not be shaped by this world; instead, be changed within by a new way of thinking..." NCV

Other Scriptures:

Romans 12:2, *"Do not be shaped by this world; instead, be changed within by a new way of thinking. Then you will be able to decide what God wants for you; you will know what is good and pleasing to him and what is perfect"* New Century Version

Joshua 1:8, *"This Book of the Law shall not depart from your mouth, but you shall meditate in it day and night, that you may observe to do according to all that is written in it. For then you will make your way prosperous, and then you will have good success"* NKJV

Proverbs 3:13, *"Happy are those who find wisdom and those who gain understanding"* CEB