

# Our Handbook for Business, the Bible

## Listening and learning

There is one crucial question business owners should ask their BEST customers...that is, the type of customers every business wants more of.

Yet from my experience, few ever ask this question.

I call it, the **perfect question** and it's simply this: *WHY DO YOU BUY FROM US?*

Most owners would assume to know the answer - quality product, friendly service, competitive prices and so on.

But just this once, I want you to mistrust the obvious.

Years ago, I worked with a supermarket owner who was being impacted by a national store that opened in his town.

I asked John, why he thought some people still favoured his store over the new store?

He believed it was *"because his was a family business offering good service."*

Nonetheless, I challenged him to ask a customer who was in store at the time and to expect the unexpected.

He was stunned by her answer: she told him, *"I like to shop here because I feel safe on the wooden floor"* - compared to the new store with its shiny, lino floor. Wow!

It turned out many older customers felt the same way.

John had no idea...and who would have ever figured it out? He did, but only by asking the perfect question and listening to the answers! And it gave him a whole new perspective.

### **My counsel for business owners:**

Follow John's example. Asking customers the perfect question provided clarity for him as it will for you. It's the best market research you can do and costs nothing. Their answers will help clarify your audience, point-of-difference, messaging and marketing campaigns.

The most valuable answers will tell you how people **feel** about doing business with you and what they value, not just products, prices or promotions.

As a takeaway from this session...remember the wooden floor!

### **The Bible, our Handbook counsel for today, Proverbs 1:5 - God's Word Trans...**

*"A wise person will listen and continue to learn...an understanding person will gain direction"*

### **Other Scriptures (NKJV):**

**Proverbs 2:2**, *"So that you incline your ear to wisdom, and apply your heart to understanding"*

**Proverbs 14:15**, *"The simple believes every word, but the prudent considers well his steps"*

**Proverbs 18:13**, *"He who answers a matter before he hears it; it is folly and shame to him"*

**Proverbs 18:15**, *"The heart of the prudent acquires knowledge, the ear of the wise seeks knowledge"*

**Matthew 7:7-8**, *"Ask, and it will be given to you; seek...For everyone who asks receives..."*