

# Our Handbook for Business, the Bible

## Blessing others

Think about a recent purchase you made: did you get just what you asked for (maybe at a discount), or did the seller make a better offer? My guess, it was the former.

You know how it goes: engage; fill the order, take the money, rinse & repeat...so boring, so pedestrian!

**The bottom-line:** Sellers are leaving a lot of money on the table, even in this tough business environment.

Hang on, you might be thinking, isn't the main purpose of business to make sales?

Actually, no, it's to serve...and that form of selling is not serving, it's service; nothing wrong with that, BUT there's a huge opportunity if you can grasp the difference.

Serving involves engaging with customers and the problem they want fixed, then to solve it with a premium package offer; that is, more value than customers at first, expect.

### My counsel for business owners:

Offer your customers a solution that includes what they asked for...plus other benefits, not all product related; and discounting shouldn't be one of them!

### For example...

- \* Offer a powerful guarantee
- \* Training time
- \* A promise to take care of everything
- \* Faster response times
- \* Lifetime repairs
- \* Free complimentary products
- \* Post-sale follow-up
- \* You could even suggest they buy two, with the line, "tell you what I'll do..."

Further, if you offer named, fixed-price, value-packed products, many will buy and your sales and Gross Profit will increase!

At worst, nothing is lost if a customer says, "no" and just buys the product they asked for.

Giving more perceived & actual value than the price paid is gold with new customers! The extra value blesses them...and is your investment into a lifetime relationship with them.

### The Bible, our Handbook counsel for today, Proverbs 11:25, Complete Jewish Bible...

*The person who blesses others will prosper; he who satisfies others will be satisfied himself CJB*

### Other Scriptures (NKJV):

**Proverbs 11:24**, "...one who scatters...increases; one who withholds...leads to poverty"

**1 Corinthians 10:24**, "Let no one seek his own, but each one the other's well-being"

**Acts 20:35**, "...the Lord Jesus said, 'It is more blessed to give than to receive'"

**Matthew 5:41**, "...go the extra mile"