

# Our Handbook for Business, the Bible

## Going the extra mile

We recently paid a substantial amount for landscaping; the end result was awesome. But after 4 months they haven't returned to check their work; or if the trees need any attention. Just the usual visit, quote, job complete, money paid, done deal!

We had a similar experience with the curtain people; excellent job, no follow-up.

And our first visit to a popular Ballarat hotel was great except for the 20-minute queue to place an order.

These business owners were naturally focused on themselves & their bottom line; they delivered good service...but all missed an opportunity to be exceptional.

I appreciate you've probably heard all this before, but it's still the truth...

- Serving means putting the problems & feelings of others ahead of your own, aiming to give customers a 5-star experience...instead of 'just enough' to make a sale!

### My counsel for business owners:

Most have no idea how much business they are potentially losing with just good service. With a simple tweak to their marketing process, they and YOU could be making heaps more...by going the extra mile. By doing so, repeat sales, positive reviews & referrals will surely follow.

Studies have shown many reasons customers don't return but by far the main one is complacency; 68% of existing customers leave because they felt uncared for...

- Amazingly, owners then spend big \$\$ on advertising & promotion to replace them.

Today, in a competitive marketplace that's becoming less forgiving and with loyalty declining, not going the extra mile could be fatal as some (or many) customers just don't come back.

QUESTION: What problems do people encounter in dealing with your business? Ask your team; ask your customers; indeed, would you like to be a customer of your business?

**Understand this: when you choose to go the extra mile, amazing things will happen!**

### The Bible, our Handbook counsel for today, Matthew 5:41, NKJV...

Jesus said: *"And whoever compels you to go one mile, go with him two"*

### Other Scriptures (NKJV):

**Philippians 2:4**, *"Let each...look out not only for his own interests, but also...the interests of others"*

**Proverbs 3:27**, *"Do not withhold good from those to whom it is due..."*

**Proverbs 11:25**, *"The generous soul will be made rich, and he who waters will also be watered..."*

**Acts 20:35**, *"...remember the words of the Lord Jesus...that it is more blessed to give than to receive"*