

# Our Handbook for Business, the Bible

## Ignoring distractions

It may surprise you to know that on average 120% of a business NET profit is generated by the top 20% of customers...and 20% is lost on all the rest; that is, the 'bottom' 80% of customers.

This outcome often results from attempting to be everything-to-everyone, a big mistake because it spreads resources too thin; it ignores the needs of the best customers; and it bogs the team down with activity & busyness, without getting the best results.

### My counsel for business owners:

Define your mission in order to inject clarity & direction into every aspect of the operation.

Your vision is WHERE you're leading the team; the mission provides the WHO, the WHAT and the HOW for the team to pursue that vision.

So, get together and work on three mission questions...

- 1: WHO is your preferred customer? Think here of your top 20% group
- 2: WHAT specific pain, problem or frustration will you solve for them?
- 3: HOW will your business ensure customers get a 5-star outcome?

### The two main beneficiaries of a clearly defined mission:

**First**, your staff...because they will know exactly WHO to serve; exactly WHAT to sell; and exactly HOW to engage with and serve customers, thus minimizing distractions!

**Second**, your customers because your team is now very focused on solving their problem.

### Compare these two missions:

**Company A:** *"The air conditioning specialists"*

**Company B:** *"We manufacture evaporative air conditioners for the domestic market, selling direct to the public so families can stay cool in summer"*

As a potential customer, which company would get your attention?

### The Bible, our Handbook counsel for today, Proverbs 4:26 - Message Version...

*"...Keep your eyes straight ahead; ignore all sideshow distractions. Watch your step, and the road will stretch out smooth before you. Look neither right nor left..."*

**KJV**, *"Ponder the path of thy feet, and let all thy ways be established"*

### Other Scriptures (NKJV):

**Proverbs 16:3**, *"Commit your works to the LORD, and your thoughts will be established"*

**Proverbs 16:9**, *"A man's heart plans his way, but the LORD directs his steps"*

**Proverbs 4:25**, *"Let your eyes look straight ahead, and your eyelids look right before you"*

**Proverbs 19:21**, *"...many plans in a man's heart, nevertheless the LORD's counsel, that will stand"*

**Psalms 37:5**, *"Commit your way to the LORD, trust also in Him, and He shall bring it to pass"*

**Psalms 37:23**, *"The steps of a good man are ordered by the LORD, and He delights in his way"*