

Our Handbook for Business, the Bible

Slack hands

Years ago, as a longtime customer of a local menswear, I found out by accident they sold my favourite business shoes. In all that time, no one had ever asked, *"where do you buy your shoes?"* Imagine how much money they were leaving on the table!

Recently, we had work done by a curtain supplier, landscaper and a gardener. In all three cases, more work was needed beyond what each was hired to do. Clearly, our need was not important as there were no suggestions or follow-up. Again we're just one customer! Imagine how much money they are also leaving on the table?

My counsel for business owners:

I've narrowed this phenomenon down to a negative mindset that has permeated the marketplace.

I call it, "commodity thinking" where owners all run the same tired model, setting them up for long-term failure; indeed, it also means smart operators are already luring their customers away...a situation that will only accelerate in the days ahead!

Commodity thinking involves the interaction of three myths I'm sure you've experienced as a customer...

Myth 1: You have to "mind-your-own-business" and don't therefore be a sticky-beak

Myth 2: You must wait for the prospect or customer to make the first move

Myth 3: You should aim to sell the customer what they ask for.

At the risk of offending, adhering to these myths is slack behaviour; and it's not good enough in business these days with so many competitive threats to sales!

The opportunity to earn so much more is right in front of you!

All you and the team need to do is...

(a) IGNORE the three business myths and in effect, do the opposite

(b) LEARN how to ask better questions so you can enter the conversation your customers are having with themselves...about their problem

Then you can literally access the cash instead of leaving it on the table.

The Bible, our Handbook counsel for today, Proverbs 10:4, English Standard Version...

"A slack hand causes poverty, but the hand of the diligent makes rich"

Other Scriptures (NKJV):

Proverbs 21:5, *"The plans of the diligent lead surely to plenty, but those of everyone who is hasty, surely to poverty"*

Eccles 9:10, *"Whatever your hand finds to do, do it with your might..."*