

# Our Handbook for Business, the Bible

## Wisdom and understanding

Too many owners are leaving too much money on the table because they don't understand what their customers really want; and lack the wisdom to communicate effectively with them!

Overcoming these problems has been a key theme last year with these 3 strategies:

### **No. 1: Don't treat your customers as if they are all the same because they aren't...**

For example, why would anyone pay \$130k for a TV or \$62k for a mattress?

...Because the sellers understand that to some people, a value package is far more important than price.

With this in mind, analyse your sales and Gross Profit by customer and product/category to uncover the bottom 80%; the upper 16%; and the premium 4%.

### **No. 2: Align your messages with how human brains make buying decisions...**

- \* There's a sequence to FOLLOW – 1<sup>st</sup>, survival brain, 2<sup>nd</sup> emotional brain, 3<sup>rd</sup> logic brain
- \* The survival brain ATTRACTS by identifying the customer's problem
- \* The emotional brain CONNECTS when it feels, *"they get me and can be trusted"*
- \* The logic brain then CONFIRMS the decision to buy
- \* Too many messages target the logic brain first, breaking the sequence, and confusing customers which is fatal in marketing because *"if you confuse, you lose"*

### **No. 3: Communicating love is the greatest marketing secret of all time...**

- \* This is the most important strategy; if you're struggling this will be the # 1 reason
- \* Jesus commands us to *'love your neighbour as yourself'* (Matthew 22:39)
- \* Only Christians can receive God's unconditional, selfless love and then give it to others
- \* Compare the world's love that is always selfish (i.e., *I'll love you if there is a reason to*)

### **My counsel for you, as a business owner:**

If you understand and implement these three strategies, failure will not be an option. Miss on any of the three strategies and you are at risk of failure as the world's business model encourages owners to love money i.e., going after gold is the primary purpose whatever it takes!

### **The Bible, our Handbook counsel for today, Proverbs 16:16, NKJV...**

*"How much better to get wisdom than gold! And to get understanding is to be chosen rather than silver"*

In effect, Solomon is saying, *if you GET understanding & APPLY wisdom the gold will surely follow!*

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

**Proverbs 19:20**, *"Listen to counsel and receive instruction, that you may be wise in your latter days"*

**Proverbs 20:15**, *"...the lips of knowledge are a precious jewel"*

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

**Proverbs 19:8**, *"He who gets wisdom loves his own soul; he who keeps understanding will find good"*