

# Our Handbook for Business, the Bible

## Going the second mile

Put your customer or client hat on - have you noticed that business today is very transactional? I see it everywhere, so many sellers just giving buyers what they ask for and little or no more.

There's nothing wrong with this transaction approach...and in the main, it can still work.

But there's a better way; a way that helps create a bond between seller and buyer. I refer to going the second mile, that is, deliberately doing more than you're paid for; or as the saying goes, "*above and beyond the call of duty.*"

### My counsel for business owners:

Going the second mile may be a challenge in terms of the cost or time involved, but the offset is high perceived value in the hearts & minds of customers!

So, don't look at it as a cost, rather as an INVESTMENT - in people, in relationships & in your future. It's based on putting the needs of others first.

### You can then expect 3 kinds of return on your investment...

- 1: An enhanced REPUTATION in your marketplace
- 2: REPEAT sales from loyal customers.
- 3: And REFERRALS & REVIEWS from satisfied customers

Remember, Jesus went the second mile for us; the least we can do is follow His example with this ageless principle, guaranteed to positively impact your life and business.

### Here are some simple examples of going the second mile...

- A landscaper could go back and check the plants
- A plumber could reseal the shower while on a job
- A dry cleaner could replace the missing button
- A café could offer a free treat with the coffee
- A lawyer could arrange a review of client wills.

And I give this warning in love: learn and apply the 'second-mile' principle or you could well be losing customers and sales as we speak.

### The Bible, our Handbook counsel for today, - Matthew 5:41 - Good News Translation...

Jesus commands, "...Whoever compels you to go one mile, go with him two"

### Other Scriptures (NKJV):

**Proverbs 10:4**, "He who has a slack hand becomes poor, but the hand of the diligent makes rich"

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

**Proverbs 22:29**, "...see a man who excels in his work? He will stand before kings..."

**Proverbs 13:4**, "The soul of a lazy man...has nothing; but the soul of the diligent shall be...rich"

**Proverbs 17:17**, "A friend loves at all times..."

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