

Our Handbook for Business, the Bible

The extra mile

Last year we paid a substantial amount for landscaping. The service was good and the result awesome. Like most tradies they focused on the job, not considering the future....theirs or ours.

It was just the usual format - visit, quote, job done, invoice, payment; ring if you need anything!

After 16 months the small trees they planted have grown and need pruning. At this stage I'm not sure if I will ring them, or a tree expert or do it myself.

We had a similar experience with the curtain people; good service but no follow-up, not even a call...imagine if they offered to come back in 12 month to check and clean the blinds & curtains!

There is nothing wrong with either approach - both got the job done as requested, delivering good service. But an opportunity to be exceptional was missed.

I appreciate you've probably heard this before, but service and serving are not the same:

Serving means putting the problems, feelings & desires of customers ahead of our own, giving them a 5-star experience that continues beyond the initial transaction.

My counsel for you as a business owner:

Good service is normal and to be expected. But exceptional serving should be your goal. By deliberately going the extra mile, you would stop leaving money on the table as repeat sales, positive reviews and referrals will surely follow.

- Studies have shown the # 1 reason customers leave is complacency, that is, most simply felt uncared for and chose to go elsewhere
- Amazingly, owners then have to spend big dollars on advertising to replace them.

Today, in a competitive, unforgiving marketplace, not going the extra mile could be fatal as customers are lured away...and many just don't come back.

This question follows: What problems might people encounter after completing a transaction with your business? Surely you could anticipate these, inform the customer as part of your quote and include the solution as part of your offer!

In other words, *what is your (customer's) equivalent of our growing, unpruned trees?*

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

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

...Consider this also as a business principle, noting that it's Jesus who compels, not the customer!

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"*