

Our Handbook for Business, the Bible

Wisdom & understanding are vital

Too many businesses are performing below full potential because (a) owners don't understand their true role and (b) they lack wisdom to communicate effectively with prospects & customers.

Addressing these issues has been a key theme of our Handbook sessions over the years. In summary there are 4 key reasons, spiritual and physical, owners under-perform:

No 1: They haven't invited Jesus onto the team...

- * Nor do they use His Word as their operations manual
- * This leads to the wrong purpose, namely serving self & money, instead of Jesus & others

No 2: They don't communicate love, the greatest business-building secret of all time...

- * This encapsulates who we are as Jesus commands, 'love your neighbour as yourself'
- * Note: Only believers can receive God's unconditional, selfless love and 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*)

No 3: They treat all customers the same when in truth they aren't...

- * For example, why would anyone buy a \$130k TV or \$62k mattress? Because the sellers understand that for about 4% of their customers, value is 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 4: They don't align their messaging with how human brains make buying decisions...

- * There's a set sequence to follow - 1st, survival brain, 2nd emotional brain, 3rd 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 CONFIRMS the decision to buy (or at least go to the next stage)
- * 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"*

My counsel for you, as a business owner:

Simply this: If you are wise enough to understand and implement these 4 strategies, failure will not be an option. Miss on any and you are at risk of failure as the world's anti-kingdom business, economic & financial model (i.e. commercial Babylon: **Revelation 18**) envelopes & enslaves you.

The Bible, our Handbook counsel, Proverbs 16:16, NKJV...

"How much better to get WISDOM than gold! And to get UNDERSTANDING...rather than silver"

...Solomon is pleading with us to get understanding & apply wisdom then the gold will follow

Other Scriptures (NKJV):

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

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

Job 28:28, *"...the fear of the Lord, that is wisdom, and to depart from evil is understanding"*

Psalms 111:10, *"The fear of the LORD is the beginning of wisdom; a good understanding have all those who do His commandments"*