

Our Handbook for Business, the Bible

Listening intently before answering

Business is not that complicated...it's simply about selling and buying!

Sellers offer their wares physically or online to attract buyers

Buyers purchase products or services that solve their problems.

Too many sellers assume people want lots of information about the business; it's history; the products; and the team...all good until you understand that prospects and customers are not interested you, your past or present; *they are only interested in **themselves** and their **future**.*

My counsel for you, as a business owner:

Buyers are attracted to sellers who have listened to their problems and communicate solutions with clarity, certainty & simplicity...and so often, speed!

There's a crucial question on the mind of every buyer that few will ask directly, but one you need to be aware of so, listen up...

THE BIG Q: Why should I choose to buy from you instead of the bloke down the street?

As a marketer & problem-solver this question has to be top of mind as you consider 3 issues...

- 1: Friendly service, quality products & competitive prices don't count, because all sellers will claim to offer the same
- 2: What incredible value could be added to your offer that competitors would not likely match (it could be more promises; a powerful guarantee; or post-sale follow-up)?
- 3: What's the one thing you do different and way better than every other seller in your marketplace?

By understanding that **silent question** and incorporating your answers in all messaging, you will attract and convert more prospects into buyers...and keep them!

In the absence of such messaging you're just another homogeneous and confused seller competing on price, geography or personality, hoping people keep buying from you in future.

* *Of course, hope is not a great marketing strategy...but listening is!*

It would be wise not to assume you know the answer...and it would be foolish to just follow the herd that ignores answering this vital, often silent, question.

The Bible, our Handbook counsel, Proverbs 18:13, New Century Version...

"Anyone who answers without listening is foolish and confused"

Other Scriptures (NKJV):

Proverbs 2:2, "So that you incline your ear to wisdom, and apply your heart to understanding"

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

Proverbs 18:2, "A fool has no delight in understanding, but in expressing his own heart"

Proverbs 1:5, "A wise man will hear and increase learning..."