

Our Handbook for Business, the Bible

Getting the small things right

I'm sure you've heard metaphors like, *Big doors swing on little hinges; small fish are sweet; to eat an elephant, take one bite at a time!*

Even Confucius taught, *"The man who moves a mountain begins by carrying away small stones"*

And yes, I can hear what you're thinking - how is this relevant to business?

Put simply, great businesses don't just happen. The owners start small in pursuit of a vision; they pay attention to small things, learning how to automate, delegate or eliminate all tasks; in time slow growth by addition gives way to growth by multiplication!

My counsel for you as a business owner:

Today, it seems big companies overlook the small things, especially relationships with customers ...they want our credit cards; they want us to interact with their App or website rather than their people. Clearly their main focus is the bottom line and shareholders!

Yet it's this lack of care regarding small things that can irritate customers often driving them away. Your opportunity is not to copy, but do the opposite; it's not rocket science!

With that in mind, add small things or tactics to your systems, especially the buyer's journey. **For example, you could...**

- 1: **Respond faster** when a prospect makes contact
 - 2: Early in a customer's buying journey, **make and keep a promise**
 - 3: Whether a prospect buys or not, **offer some valuable advice**
 - 4: After the sale, **call and thank your customer**
 - 5: Ask in-depth **questions** to uncover their real problem
 - 6: Treat all customer problems as an **emergency** and your business as the ED
 - 7: Listen and act on all feedback & complaints as these are **marketing gold**.
- Each tactic shows you care, can be trusted and don't just want their money because you understand the impact of getting the small things right. This builds great relationships; and great relationships underpin & strengthen great businesses!

The Bible, our Handbook counsel, Job 8:7, Douay-Rheims 1899 American Edition...

"Insomuch, that if thy former things were small, thy latter things would be multiplied exceedingly"

KJV: *"Though thy beginning was small, yet thy latter end should greatly increase"*

Other Scriptures (NKJV):

Luke 16:10, *"He who is faithful in what is least is faithful also in much..."*

Proverbs 18:12, *"Before destruction the heart of a man is haughty, and before honor is humility"*

Proverbs 21:13, *"Whoever shuts his ears to the cry of the poor will cry himself and not be heard"*

Proverbs 10:2, *"Treasures of wickedness profit nothing, but righteousness delivers from death"*

Proverbs 28:26, *"He who trusts in his own heart is a fool, but whoever walks wisely will be delivered"*