



Business Builder

Tips & Techniques to Help Your Business Grow

How to Make a Profit

Whenever you ask a business owner, 'What is the purpose of a business?' you will often get the following response:

"To make a profit!"

That answer pinpoints why so many businesses struggle to survive, let alone grow. That answer is center on the desires of the business owner, not on the needs and desires of their customers. Imagine walking up to a potential customer and saying, 'Hello. My purpose is to make a nice, big profit from you today!' That would be what we call a "repelling" action, not an "attracting" action. Here's a much more powerful and profitable definition of the purpose of a business:

The purpose of a business is to attract and serve the needs of as many customers as possible.. at an acceptable profit.

Did you notice where the profit came in? Not at the beginning where most people put it, but at the end. Profit is the "result" of how well you serve your customers better than your competition— while maintaining good business sense— and your sales and profit automatically soar.

This "Love Your Customer" philosophy is not as common as you might think. There's a lot of talk about loving the customers, but not much action. Remember, if you want to make a profit, sell what your customers want to buy, make your customers feel important, listen to their concerns, be generous with your customers and stand behind your products and service 100%. Put the customer and his needs FIRST and you'll make a profit— a BIG profit!

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