

30 Business “No No’s” (18)

It is a “no no” to not be generous!

Lots of people flock around a generous person; everyone's a friend to the philanthropist.¹ Solomon

Work, doing something useful ... have something to share with those in need.²

3 arenas for generosity that are a necessity for every business:

1. Community giving: Give to a cause greater than business itself

Do you remember the movie “Pay It Forward?” Trevor a child decides to do a good deed to a homeless man and two others who in turn will “pay it forward” do a good deed for three other people. He creates a good deed pyramid scheme. The scheme is his homework for a social studies assignment. There simply are many cases of honest people who are struggling and need a hand up and not a hand out! These causes along with other charity issues are essential philanthropy for business people. As we engage we make our communities better! The concept did not originate with the payitforwardmovement.com, or with the “Pay It Forward” movie, but with Benjamin Franklin. Please read his letter to Benjamin Webb from Benjamin Franklin.

Dear Sir,

I received yours of the 15th Instant, and the Memorial it inclosed. The account they give of your situation grieves me. I send you herewith a Bill for Ten Louis d'ors. I do not pretend to *give* such a Sum; I only *lend* it to you. When you shall return to your Country with a good Character, you cannot fail of getting into some Business that will in time enable you to pay all your Debts. In that Case, when you meet with another honest Man in similar Distress, **you must pay me by lending this Sum to him; enjoining him to discharge the Debt by a like operation**, when he shall be able, and shall meet with another opportunity. I hope it may thus go thro' many hands, before it meets with a Knave that will stop its Progress. This is a trick of mine for doing a deal of good with a little money. I am not rich enough to afford *much* in good works, and so am obliged to be cunning and make the most of a *little*. With best wishes for the success of your Memorial, and your future prosperity, I am, dear Sir, your most obedient servant,

B. Franklin.³

Business transactions that start with a gift instead of a loan are what community giving is all about. Give back by finding people who you can help and then when they get on their feet they will be able to help others. Look for causes that are great and engage! You too can “Pay It Forward.”

2. Consumer giving: Take care of your customers

¹ MSG, Proverbs 19:6

² NLT, Ephesians 4:26

³ <http://vision4plenty.org/The-CMS/pay-it-forward.htm/> August 6, 2009; 4:05 PM

When I first started Maxim for Leaders I read a great book by Mark Sanborn titled "The Fred Factor. Please look up this website for more information on the Fred Factor and for further study. (<http://www.fredfactor.com/>) I love this book because Mark relates a business parable about bring great customer service to your clients. The service is called the "Fred Factor." A friend of mine always says this over and over again. It is his "gospel" of pest control. "It is all about people. Take care of people." Walt Vickers. There is no reference for him since he hasn't written any books. However, he gets it when it comes to taking care of customers. I think this is the just the first aspect of being generous in business. We should take care of our customers.

However, there are some other ways that you can be generous besides doing your job really well. What discounts and coupons do you offer? Have you ever given your service away as a gift? Motivating your customers and potential clients is essential to creating business. A gift often opens the door!

The first three block parties that The View Church sponsored had one thing in common, giveaways. We gave away spots to businesses to participate in the block party. We gave away food and entertainment to gain a crowd, and we asked the businesses to give away a prize for participating. Generosity is a tremendous draw. Many of you gained contacts and in turn sold your product because a door was opened that would not have been opened a part from a gift. What gifts come with your business that benefit the customer.

3. Connections giving: Give to help others in business be a success

The last way to give be generous with leads and contacts to other businesses. Some of my business associates give leads even to their competitors because while they are in the same market the lead doesn't fit their businesses niche. Geico Insurance has made this strategy really work for them. They are the company with the gecko, with the cave man, and the eyes on the money commercials. They advertise that if they don't have the cheapest rates they will refer you to another company.

One of the best ways to ensure new contacts is to give business to others. I love doing this and the people in our ministry know they can get trusted workers from me. Find ways to help others succeed and by doing this you will find that they will end up helping you succeed. It is generous to give access to your contacts to trusted associates.

It is a "no no" to not be generous!

Round Table:

What great causes are presently engaged in that will not benefit your business in any way?

Describe the "Fred Factor" for your business? What customer incentives are give away, i.e. coupons?

Describe a lead someone gave you that really benefited your business? Have you given them a recommendation or a lead?



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