

The Ultimate Business Success Tool - Service

By Joe Bingham

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What is the focus of your business? Actually deep down, what does your business really accomplish?

If you look closely at any successful business, you'll find that it's main objective is service to others. In some way, whether by product, service, or opportunity, any business that continually attracts customers does so by helping the customer fill a need.

So much of the Internet and network marketing seems to focus on profits, cash, wealth, and the BIG score! Sure, that's everyone's dream, but it will NEVER meet reality if what you sell is not in some way helping others to reach their dreams as well.

Think about what you are looking for when you visit someone's web site. The underlying question in your mind is always, "How can this help me?" If there isn't anything of interest for you there, you leave, right?

It's the same with others. You have to orient your business to helping your customers. Show what you have to offer in a manner that suggests what THEY will gain from it. Everyone is willing to pay and allow you to make a reasonable profit from your work, just so long as they are gaining by it as well.

Serving others is a great business anyway. In serving others, you inevitably help yourself better than if you were to go about business with only selfish interests. In thinking of your customers first, you develop better products and more reliable service. This, by means of creating a good reputation for yourself, enhances your business by building customer loyalty, and gaining new customers through personal recommendation from your existing customers.

People will want to do business through you or with you because you are what they need. Remember that.

All businesses are in some capacity serving people. Increasing or

improving how well you serve those people is the best way to create more business for yourself and achieve both financial AND personal success.

It may sound strange, but by putting others first, you are the one that will come out a winner.

Written by Joe Bingham, Editor of the NetPlay Newsletters
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