



Business Builder

Tips & Techniques to Help Your Business Grow

Honesty is a Business Tool

If you truly want to help others, you can begin by doing these three things:

- > **Think Kind Thoughts.**
- > **Speak Gently.**
- > **Use Wisdom.**

Everything you are inside is reflected in how you treat people. It is impossible to think gentle thoughts and act with anger. Alternatively, it is very difficult to think angry thoughts and act with kindness. Often our words become a reflection of our ego; they build up the walls around our concept of “me,” “mine,” or how important we think we are.

Begin each day by speaking the truth. If your product or service has created a problem for your customers, you must acknowledge it. If a customer is distraught about the problem, you must help him or her through it.

Customers have much more faith in a company that is “big” enough to say, “Yes, we made a mistake, and we have enough strength and power behind us to make good on our promise to you.”

For more business tips, visit our website
www.wgra.net/business_builder.htm

