

WHAT DOES EVERY SUCCESSFUL BUSINESS HAVE IN COMMON?

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Proverbs 13:15

The secret ingredient to **EVERY** successful business is not knowledge. It is not location. It is not resources. It is not the marketing strategy. It does not matter what kind of business you are involved in if you do not have this secret ingredient. Without this ingredient it is **IMPOSSIBLE** for you to have a successful business.

The secret ingredient is **CREDIBILITY!** All successful businesses have established a level of credibility that attracts success. Credibility is **TRUSTWORTHINESS.** There are different types of credibility in each business but it is the same principle.

In business, people do not spend their hard earned money on products. They do not spend their money on knowledge. The invisible **INFLUENTIAL** factor that people spend their money on is credibility.

You pay for what you trust. The reason Walmart is a billion dollar company is because people **TRUST** that Walmart has the lowest prices for goods and services.

The reason **APPLE** is a trillion dollar company is because people **TRUST** Apple's brand and the quality of their products. McDonald's, the fast food giant is a billion dollar company because people **BELIEVE** when they order food they will receive it quickly.

CREDIBILITY ATTRACTS CUSTOMERS!

This list could go on and on, but you get the point. Everyone pays for **CREDIBILITY**. Proverbs 13:15 says, *"People with good understanding will be well liked, but the lives of those who are not trustworthy are hard."*

When a business has no credibility to its name it will be hard for that business to garner any type of success. The lack of trust that is not established prevents that company from making tremendous progress.

HOW TO BUILD CREDIBILITY

Building credibility in a business is different from establishing credibility for yourself. In order to build credibility for a business there are three components you must develop.

1. The company's reputation.
2. The quality of product.
3. The service they provide.

These components have to consistently evolve in order to expand and enhance the credibility of the organization.

When your consumer base can trust that the company will stay relevant, reliable and honest in its practice they will continue to support the business.

Businesses fail because they do not understand the importance of these components. There are certain things that should remain the same in your business, like the vision, values, location, etc. These factors will help you be successful but it will not decide if you are successful.

Trust is earned in drops yet lost in buckets. The **PRIMARY** burden of a company keeping its success is to maintain their good name (reputation). Proverbs 22:1 says, "*A good name is rather to be chosen than great riches, and loving favour rather than silver and gold.*"

A good name travels farther than riches. Your reputation goes before you. People will hear about your company before experiencing it. Having a good reputation attached to your product and service line will progressively build the success of your business.

If you have a start up business, let this be your **PRIMARY** focus. If you have a seasoned business, let this be your **PRIMARY** focus. If you make the main thing the main

thing everything else will fall in place. The art of a successful business is simple.

CUSTOMERS PAY WHERE THEY TRUST!

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