

Can You Tell Me What The Primary Purpose Of Your Business Really Is?

Well that's pretty obvious isn't it?

If you're like the vast majority of other business owners and professionals on this planet, then you'll be thinking that the primary purpose of your business is to make money...

But I disagree.

And I'm now going to explain how this belief is probably why many businesses fail (or at best struggle) to be successful.

I firmly believe that...

The primary purpose of any enterprise -- large, medium or small -- is to provide the highest degree of **service, value and result** to every person or organisation that comes into contact or does business with them.

The success of your business actually has nothing to do with any self-serving desire you may have to attain success, wealth, recognition, freedom or fulfilment from your activities.

These worthy goals are one or more of the reasons you have created your enterprise and they are important. However, they should **not** be, and **cannot** be, the primary reason or purpose for your business.

Your primary purpose **must be** to serve every individual who comes across you, at the highest and best level that you and your organisation can manage.

Your success has nothing to do with what you want. Your self-serving interest has no influence at all on what will attract customers to you. Your success is **everything** to do with the **value and result** that you provide in your particular field or niche.

When you make the *delivery of maximum value and tangible results* to your prospects and customers your primary purpose in business, you will discover that customers are drawn to you, many through word of mouth and referral.

And because you have focused FIRST on delivering the very best outcomes possible for your customers, genuinely looked after their interests first, and put them well before any of your own self-serving motivations, you will inevitably have delivered **far more value** than any of your competitors could ever possibly even conceive.

The result?

All of your efforts to genuinely help every individual who ever experiences your organisation, will come flooding back to you multiplied many-fold.

Focus on this new primary purpose for your business, and the money/profits/sales side of your business will amply take care of itself.

Every morning, take just a minute or two to remind yourself what the primary purpose of your business really should be: **to serve and deliver actual results to your customers to the highest possible degree**. And have your staff do the same.

Then make this purpose functional in your every activity and communication throughout the day.

For those of you not already doing this, you will find that this philosophy and approach makes real and rapid improvements to your day's activities and results.

You'll find that it influences for the better every decision you and your staff make; every letter or email you send, every advert you write, every communication you have with your customers, staff and suppliers.

Your customers will recognise your purpose and actions, and will revere you for them and reward you with their on-going loyalty and business.

Recommendations and referrals are a natural result of this primary purpose which allows you to serve and deliver more results, to the highest possible degree, to more customers.