

## Going Out of Business

Written by Steve Marr  
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“Tom” owned a local store selling printer cartridges and posted a sign announcing that he was going out of the business. The owner blamed a slow economy. Maybe; maybe not.

I purchased around \$600 of cartridges over the past year. On two occasions, I stopped by before closing time to find a note posted: “Closed early. Sorry.” Since I needed the cartridge I drove to Office Depot, another ten minutes away. In each instance, Tom’s store lost a \$50 sale.

Then, I experienced another issue with the store. I needed a cartridge, but it was out of stock. The owner promised to have one by the next day. I stopped by the next day, and no cartridge. He promised to have one by the next day. Again, there were no cartridges when I returned. Again, Tom promised to make sure to have one in stock that he would hold for me. I returned a third time a few days later. He told me that he was sorry, but he sold the cartridge. However, he told me that he could order another. I’m sure he could have, but I drove back to Office Depot that day and in the future. If others experienced my frustration, he went out of business due to poor service and not a poor economy.

Jesus taught, “Be dressed ready for service and keep your lamps burning.” (Luke 12:35, NIV)  
We need to be ready to meet our customers’ needs and keep our promises to them.

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