

## **Each One! Bless One!**

eBlessings' International Daily Devotional

You Make a Difference!

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*This is a tip on how to increase church attendance.*

**RJ Hancock.** When RJ Hancock discovered that I was going into business, he said, "*Mr. Brown, let me give you some advice.*" He said, "*Every buyer that comes to you to do business with you and your business, has your future in their pocket. Regardless of what you are selling, they have your future in their pockets. When they don't purchase your products or services they don't mean you any harm. But they are in a selfish world, and they have your future in their pockets.*"

This man, RJ Hancock "rolled out" with a new Ford every year. He dropped me off at the curb and he pulled on off. So I starting thinking about this--how he was able to do that. I saw him later on and I asked him, "*Mr. Hancock, what were you talking about when you dropped me off at the curb that day?*"

### **Listen to what he said...**

*"If you don't get the referrals up front, you are going to always wonder where the business is."*

As I thought about what he was saying, he explained himself. He said, "*When the buyers come to buy from you, regardless of what you are selling, and they don't mean any harm by this; but remember this: that buyer is in a selfish world, they don't mean any harm, but this is the way the game is played. You have to*

*get those buyers up front to give you referrals before they get what they want."*

*"The buyers," RJ Hancock continued, "will say to you, I will give you the people I know after you get me straight."*

That never works. You will be the loser. Just think how many buyers you have lost because you didn't give them what they came for—they didn't get "straight." You did ask for the "Five Referrals." But remember, *"They are in a selfish world, and they have your future in their pockets."*

*"You didn't get the sale and therefore you didn't get your "Five Referrals." When they were just standing there saying that they would give you the referrals a few minutes earlier; in fact, they had said they knew of two or three interested parties."*

Just think of how many people that were lost, because the "Five Referrals" were not received. After the buyers make their buying decision that doesn't include you, they will look at you real plain as they wave "Bye, bye."

**W**hen the buyer says this, *"After I get mine, I will give you all the people I know,"* **watch them** when they roll out that Automobile Dealership, or leave that Attorney's office, or while leaving the Real Estate office, or watching them leave the Apartment Community Home office. This is the way the sales people have been doing it—not asking for the "Five Referrals;" not meeting the Sales Goals.

**Who messed it up?**

The Sales Person messed it up.

**Who messed it up?**

The Sales Manager messed it up.

**Who messed it up?**

The District Manager messed it up.

**INVITE FIVE NEW PEOPLE TO CHURCH EACH WEEK**



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Dr. AC Brown

Going to  
God's Promised Land of Plenty

"Doing It God's Way"

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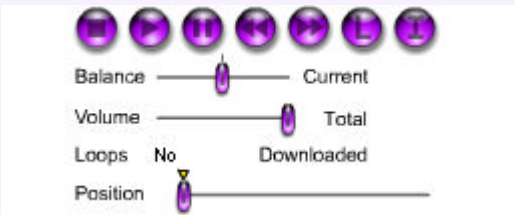
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Dr. AC Brown says,

"You Got to Believe It From the Top of Your  
Head to the Bottom of Your Feet!"

THE WORD OF GOD CAN DO ANYTHING BUT YOU HAVE TO BELIEVE  
IT!



"LEARN HOW TO DO SOMETHING ELSE  
WHILE YOU GOT THAT GOOD JOB."