

LESSON 4 Devotional

Being Trustworthy

Randy has bought a multitude of computers over the years. In the early years when they were more expensive, he would search extensively to find the cheapest deal. This usually resulted in making a purchase from a big box store that sold a large variety of electronics but had very little sales support in computers. The price-point was attractive, but he would often discover weeks later that the computer that didn't have all the features important to his work.

All of that changed when he discovered a nearby store that only sold technology products. This retailer not only has a breadth of products, but more importantly, it has highly trained, knowledgeable, in-love-with technology employees.

The result? The sales assistants in this favored store guided Randy with their knowledge to make the best purchases for his needs. This store may not always offer the product at the lowest price, although they typically were close, but the long-term customer needs are far better met. Overall, this store and their staff have proven themselves *trustworthy*, and Randy has become a loyal customer.

God models being worthy of our trust, which He desires us to emulate to those around us. The Psalmist wrote in Psalm 145:13, *"Your kingdom is an everlasting kingdom, and your dominion endures through all generations. The Lord is **trustworthy** in all he promises and faithful in all he does."*

We can trust God because He has proven we can trust His promises. He is faithful in everything He does. If we desire to build a business with customers who trust us, it requires that we follow God's lead. This means we are to keep our promises and prove faithful in all that we do. Although no one is perfect, and we will all have to confess our mistakes at times, consistently proving our trustworthiness is critical to long-term success.

You have expertise in your industry that your customer does not typically have. They have a desire to trust you, as long as you prove to be trustworthy. Are you consistently considering your customer’s needs in terms of the best product/service fit, even if that product contributes very little profit margin to your company’s bottom-line? Or are you willing to suggest they purchase a competitor’s product/service, because you know it will better meet their needs? These are hard questions that we as business leaders must answer.

In Luke 19, Jesus told the Parable of the Talents. The master doled out money to three different people and told them to invest it for his later return.

One failed at his responsibility and proved he was not trustworthy. As a consequence, the master took all that he had from him. One of the servants, however, proved himself exceptionally trustworthy. In Luke 19:17 we read about the result of his trustworthiness when Jesus said, “Well done, my good servant!’ his master replied. ‘Because you have been **trustworthy** in a very small matter, take charge of ten cities.”

God is always trustworthy and has proven Himself over thousands of years. You and I will have a harder time overcoming our sinful nature to be known as trustworthy, but the reward in the end is worth the effort. As we prove ourselves more trustworthy, God will feel comfortable to entrust us with more business opportunities. As business leaders, the result will be loyal and faithful customers that, without hesitation, esteem our products and services.

DISCUSSION QUESTIONS

1. Think of a past time when a vendor or supplier disappointed you. How did it impact your trust in them? How did you feel about their business?

2. Are there situations you remember when you or your company have disappointed a customer? Were you able to empathize with them, or did you rationalize your actions?

3. Consider the promises you make as a business to your customers. Are they reasonable? Are you faithful to fulfill those promises with few exceptions?

4. Share examples in your life when God proved trustworthy and faithful to you personally. In what ways have these circumstances increased your trust in God?

5. What action steps can you take to improve your trustworthiness with your customers?
