

Case Study Part 3 - “People”

3.2 Embellishment to Sell

One of the hallmarks of a BAM (Business as Mission) business is its correct and truthful description of products and services. The standard and quality of our products and services should match their descriptions, promotions and advertisements. We furnish full and complete disclosure, ensuring that nothing is misleading or incomplete, and that there are no hidden charges.

Do the statements above accurately describe our business? Are there areas in which we fall short and require improvement? Unless we are truthful, reliable, and trustworthy in our business dealings, we have neither the right, the standing, nor the stature to render our business missional – no one would listen to our testimony or be interested in knowing Whom we believe in.

Proverbs 12:22 “Lying lips are an abomination to the LORD, but those who act faithfully are his delight.” (ESV)

2 Corinthians 8:21 “For we aim at what is honourable not only in the Lord's sight but also in the sight of man.” (ESV)

Philippians 4:8-9 “Finally, brothers, whatever is true, whatever is honourable, whatever is just, whatever is pure, whatever is lovely, whatever is commendable, if there is any excellence, if there is anything worthy of praise, think about these things. What you have learned and received and heard and seen in me—practice these things, and the God of peace will be with you.” (ESV)

Proverbs 16:28 “A dishonest man spreads strife, and a whisperer separates close friends.” (ESV)

Proverbs 22:1 “A good name is to be chosen rather than great riches, and favour is better than silver or gold”. (ESV)

Proverbs 22:3,4,5 “The prudent sees danger and hides himself, but the simple go on and suffer for it. The reward for humility and fear of the LORD is riches and honour and life. Thorns and snares are in the way of the crooked; whoever guards his soul will keep far from them.” (ESV)

Case Study

You own a successful real estate company. A new staff, Jack, has recently joined the company and has won the highest salesperson award in the company for the past two months. You wonder how he manages to sell the properties so quickly.

A few weeks later, however, you begin receiving complaints from your customers that Jack has made some embellishments and false representations on the properties he was selling. Additionally, the customers are upset that he has not honoured his promise to give them some rebates from his commission.

You call Jack into your office to discuss these issues. He admits that he made some “minor” embellishments about the properties, but he says that this is a common practice in the industry. Regarding the commission rebates, he says he had intended to honour his promise but had forgotten to do so as he was busy.

Discussion

1. What would you do?
2. What biblical principles can you share with him?