

Pt. 5 – God’s Business Mission Statements - Great Customer Service

Sermon Title: **Pt.5 - God’s Business Mission Statements - Great Customer Service**

Sermon Number: **5901**

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Link to sermon audio - <http://www.theonlineWord.com/mp3/5901.mp3>

Link to sermon video - <http://theark.s3.amazonaws.com/vid/5901.mp4>



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Nathaniel Bronner: Habit patterns trap us, and it's hard for God to elevate some of us because we're so comfortable with the mess we've been getting.

Female: You are listening to BrothersOfTheWord.com. This is part five of the series titled, "God's Business Mission Statements," subtitled, "Great Customer Service," by Nathaniel Bronner. This message is number 5901.

(Music Playing: 00:00:21- 00:00:36)

And now for, "God's Business Mission Statements Part 5 – Great Customer Service."

Nathaniel Bronner: Everybody's talking about how bad 2020 was. I just don't agree with that, I'm sorry. For us to be here in this position right now, we are blessed beyond measure. Yeah, and I know some stuff happened in 2020 but God brought you through. You're still alive, you're still breathing. God brought you through, so I just absolutely don't agree with how bad 2020 was, and that's why it's important of just the words that you speak.

There's an empowerment with that. My year was great, there was an empowerment and the world will always get you going in a negative direction, and it just – everybody's like, "Oh, it's such a **twist** so bad." We may have some worse stuff happen in 2021, but so what? If God brought us through 2020, He can take us through 2021, because he's bigger than 2020. He's bigger than 2021. God was here before we ever named a year, and the years were split with the birth of His son between B.C. and A.D. So, God controls time in the years and all of this so stop buying into the propaganda that 2020 was so bad, and you're here and you're blessed, and 2021, it's going to be a year. It's going to be a year. It's going to be a year.

But it's going to have both extremes, don't get me wrong. It's going to have both extremes. And as this verse that Jesus says, to them who hath, it shall be added unto, and to them who have not even that which they think they have will be taken away from. When you've got God's blessing and you know it, you've got it and when you let the world put all these curses in your mouth, you're going to lose what you've got.

2020 was a phenomenal year. Look at these kids. This is the calendar. Pastor James mentioned it and I just realized it as I looked at it, and I named it but I didn't realize it, it's the next generation. It reminds me of the Star Trek series. You know, there was the original Star Trek series with Captain James Tiberius Kirk and he was my hero, and there's no question about that. I've watched every episode, even in my adult life. A few years ago, I bought all of the original Star Trek episodes. I got them all on DVD. I was a Captain James T. Kirk fan to the limit, but then the new generation came out with Captain Jean-Luc Picard. The new enterprise was much better than the old enterprise. It was much more powerful. It was faster, had more weapons. Its shields were stronger. Its transporter was quick. Everything about it was better, but it still didn't replace the original Captain Kirk in the original enterprise and I see the new generation, they're smarter, they're stronger.

To be honest about it, they (00:04:11) heavier than their old Captain Kirk. The new generation is closer to God, and people, for those of you who are watching on television, you need a copy of this calendar hanging up in your house just to even be able to see the three brothers and their children who are strong in Christ. If you've got kids, you need this image up in your house, but I know a lot of you watching on television, you don't come to The Ark. You just go to BrothersOfTheWord.com, hit the Contact Us, and just put in that calendar and put your mailing address and we'll send it to you know, no charge. You don't have to send a donation. We send out our stuff without cost. If you want to send a donation, go to iWantToGive.com. And see how's it different. We're not going to just turn your donation away, but it's not required.

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So, just go to BrothersOfTheWord.com, hit Contact Us, put in a send me a calendar, put your whole mailing address, and we will send you a calendar at absolutely no charge. You need this hanging up in your house because there's just a blessing that goes along with this. These children are no accident by a long shot, and the future is brighter than the past, because my best is yet to come. I told you that last week. My best is yet to come, and I can see it even in the children, and I was wondering how are we're going to build all this big church you're talking about. We may not do it, but the next generation might.

I can easily see the power and the force in the anointing of God on them, and I can see a whole different, bright future. So, one of the things, and this is actually the third message of the year, is the first Sunday of the New Year, but we had on New Year's Eve, we had C. Elijah who talked about irresistible love, we had Pastor James right after New Year's who brought the message of basically you've got to make a choice, and you choose between God or Satan. That's the bottom line. You choose between the Divine or the world. That's why I'm telling you even about what you've been saying about last year. Stop that stuff. Stop that stuff. That's stuff of the world and that's stuff of death, and it'd get you to growing in the groove.

And so, I just left Ecuador about 1:15 this morning, and in Ecuador when I was riding in the vehicle, the driver didn't even speak English. He spoke Spanish, but he was listening to American Music, and I'm saying to myself how do you listen to the music and you can't understand the words. When we went on our brothers trip when we went to Hong Kong, they couldn't speak English where we went, but the music was American music. So, I'm thinking how all over the world folks are listening to American music and they can't English? They feel the beat in the vibration.

There's something about the beat and the vibration that America has gotten to a fine science where it can get you to tapping your feet and it gets you to sing along. You don't even know what the words mean, but it's got you because of its vibration. That's why you've got to be careful where you go and who you hang around. The world is sending you a vibration and stuff is so bad, and it colors your whole world and all you see is the negative, and this is horrible, and this is terrible. See that's why on the news, all they put it in is the death count, how many folks are sick, you get all this stuff in your system, it's going to make you die and sick. If all you're doing all day long is looking at death and sickness, what do you think is going to happen to you? You don't even understand the science, but you've got the vibration, and it starts tapping your feet, death, death, death, death, death.

God told you choose you this day who you will serve, life or death. That's why that thing gets deeper and deeper between pro-life and pro-choice. Many never make the right choice left

on its own never, never. He never makes the right choice left on his own. When he left what God told him to do, and what God tells you to do is not pro-choice, you've got no choice in it. When God gives you a command -- because I'll be honest. There's some stuff I want to do that just ain't in God's will. Period. Pro-choice, that's the way it was in the beginning of the garden when they chose. They chose the wrong thing.

Our choices have always been bad when they're not following what God has told us to do. So, first thing I want you to do with this new year is stop cursing the past when you have in truth been blessed, and that thing will change your future.

When I got in this morning, I took an Uber. My plane landed about 6:00 a.m. This morning. I took an Uber, took it home. I got home and I heard God speak, "Don't even go in the house. You go to the office." I'm like, "What?" He said, "Go to the office." So, I **went in** the garage, got in my car, and drove to the office, and when I turned on my computer, AD Department played the first -- I have a desktop. It cycles through what my picture is on my computer desktop. I've got hundreds of pictures and that was what was there. You see what those are? Those are Benjamins. That was the image on my computer when I turned it on. Now, I'm not money-hungry. I'm not controlled by money, but I'm not stupid. We need money in this world. That's why our first service of this year, what God had let me do, it was to Render My Money class, and He led me to give an incentive for the people who were here on time.

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That was the first class. It was actually on New Year's Day. Because of the four major areas of life, there are four major areas, it caused 99 percent of our problems. Spirit is number one. If your spirit is right, you can handle anything. If your spirit is right, you can handle anything. So, spirit is number, because you've got a lot of folks with a whole pile of money. They've got a whole lot of relations to get all this stuff and they still end up in the psychiatrist's office and depressed and all that stuff. If money solved stuff, you wouldn't have problems in Beverly Hills, but they've got a higher rate of psychiatrist per capita than almost anywhere in the world, and almost everyone says you've got to have a therapist -- what do you need a therapist for? Well, sometimes you do, I've got to admit, and

sometimes you need some drugs. You do need it. There's no question about that. Some folks are getting all (00:10:48). Yeah, you need some drugs, and I'm not talking about the illegal kind of drugs, but some folks yeah, they do need some drugs. There's no two ways about that, because their spirit has gotten all off track. So number one is spirit. Number two is Health, number three is relationship, and number four is money. So, those are the four areas that impact our lives the greatest.

So, the first service of the year actually was Pastor James' message of choose. Basically, you choose God or you choose the world, one of the two. That was the first message. The second one was the Render My Money class, and we had two-thirds of the people who signed up showed up. One-third didn't. Now, for those of you right now who are watching electronically or listening, you can still go to BrothersOfTheWord.com or you can come here. It's going to be on the first Friday at 7:00 p.m., on the first Friday, January through June. Now, you won't get the monetary incentive because if you missed the first class, that's gone, but you can go to the website BrothersOfTheWord.com and just search on Render My Money 2021, and you'll be able to watch the first session. The classes are free. It takes you to a whole different level.

So, when my computer screen showed that, I said God has sent me a sign that he's taking us to a whole new level, but you've got to change the way you think. When I flew to Ecuador, I was upgraded to first class, but this is the Delta One first-class. The seat there is laid totally down like a bed. I can't sleep sitting up. I just can't. When I've flown with Pastor James and Pastor C. Elijah, they can just sleep, spit rolling outside of their mouth and everything, they have no problem with sleeping on it, but I just can't sleep standing up. I need to lay down for me to sleep really good.

So, both when I flew to Ecuador and when I came back on both flights, I was upgraded to first class, and this morning as I was sitting in the airport a little after midnight and they called the boarding and people were getting ready to board and they were calling by these rows, first class is always allowed to board before everybody else, and I knew I had a first-class ticket and I was just sitting there. I said, "Well, I just don't even want to be sitting in first because when everybody comes by, they'd be looking at you." You know, some folks would be sitting there

and you know, all that psychological to pump you up and all that kind of stuff. So, I was just sitting there and I was just hearing their urging, “Look, I’m trying to upgrade you, but you’re just sitting there.”

God is trying to upgrade some of you all, but you all are just sitting there, and many of you’ve got money issues. So, you’ve got the class that not only is free, but will pay you. God is trying to upgrade you and you’re just sitting there. So, when they got in about row four, I just got on up. I got on onboard and the lady was reading my ticket. Not only can you board fast, they’ve got a special line for priority, but I was just sitting there, and some of the places God wants to take us, we are just sitting there and I know it myself, because habit patterns trap us, and we won’t leave and it’s hard for God to elevate some of us because we’re so comfortable with the mess we’ve been getting.

Some of you won’t attend the Render My Money class because you’re uncomfortable in a fit body. You’re just used to all this flab and slop, and it’s hard to take folks to another level because you get comfortable where you are, even if it’s in mess, we’re comfortable. I have a hard time sometimes with the house because it’d be messy, and you get comfortable in mess. You can be just as comfortable and slop as you are in finery, and you get comfortable where you are and your very nature pulls against trying to take you up.

On our last brothers trip when we were in China, we were in this market and it had all this -- I think it was a jewelry store or something like that and the salesman, you know, it’s five brothers and a salesman was trying to sell and my brother Bishop Dale, said – he said, “You need to talk to that fellow there, because he’s got more money than all of us.”

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And he was pointing at me and I was about to say, “No, don’t come over here and talk to me about that. That isn’t true,” and then something grabbed me. It said, “Why did you curse the blessing?” This is the bishop pronouncing something over you. He said he’s got more money than all of us, and I was giving it way, saying, “No, that isn’t--” and something just grabbed – “Why did you block the blessing?”

See, some folks try to pronounce the blessing over you and you would even instantly squash it. “You’re looking good today.” “Oh, no. I don’t look good. This is just (00:15:34).” Do you understand what I’m saying? They try to pronounce but we’re so comfortable, and sometimes we think we’re being humble, but you may be blocking your blessing. Prepare to be upgraded.

I’m just telling you – look at someone – prepare to be upgraded. Don’t just sit there. Prepared to be upgraded. And for those of you who listen to me, that’s why that screen, it began with that, and I was in Ecuador because that is the middle of the Earth, and I asked God, “Where do You want me to be when this New Year rolls around?” He said, “I want you to be in the middle of the Earth.” So, I was there at the equator in the center of the earth, and a few years earlier, He had sent me to Kansas with the whole company and I didn’t know at that time but I found out, the center of the United States was in Kansas, and our business boomed all over the country. As I began to look back, I said, “You may have sent me to the middle of the Earth because now, we’ve started just the U.S., we’re getting ready to expand worldwide. You wanted me to stand in the middle.” Just as we stood in the middle of the U.S., we stand in the middle of the Earth, but God cannot take you where you don’t want to go, and it’s the hardest thing in the world.

I’m a victim of that myself. Comfort is deadly to progress, but God wants to take us to just the whole -- He wants to upgrade you. So, for those of you who did not make the Render My Money class, go to BrothersOfTheWord.com, watch session one, and then you come to the other five. You’re not going to get paid for it, because I’m not going to violate that rule. So, if you missed the first, you’re not going to get paid for it, but you will get paid far more because you will learn, and it will change your mentality, and it’ll take you to a whole different level. Prepare to be upgraded.

Bow your heads. Dear, Heavenly Father, I just -- I thank You for 2020. I thank You for 2020. Lord, You brought me through, You protected us and even though we may have had some trials and even though we still may have trials, Father, you have brought us through so much. You are beyond all of this. Help us to be able to see our blessings. Help us to be able to see the beauty. Lord, give us the strength to just even go where you shall have us, to go help us to understand this life, if we want

Heaven, it is not pro-choice, it's pro your will and, Father, help us to be able to understand and to follow not my will, not my choice, but your will be done. In Thy Son Jesus's name we pray. Amen.

And I must admit, that part was the message right there for some of us of what we need, because I'm trying to prepare to get upgraded. Pastor James is working right now in the company, changing over our accounting system, because we had an old system that we've had since 1988. The system is so old, it has to run -- what Windows version does it have to run on? It has to run on Windows 98. That's how old it is. Now, it was working fine for us, but God has spoken to me, "Upgrade your accounting system. I can't even bless you and you've got that old accounting system. You can't count what I'm trying to send to you." And sometimes, God wants to take us to another level but we won't move because, "Look, the system was working." James had to set it up on a virtual computer because the modern computers wouldn't even run Windows 98 now. So, we had to set up a virtual one where we had to run it in the old operating system to run that old program, and God had been telling us, "Upgrade the system. Get prepared for what I'm going to send to you. Get prepared for it."

Vincent was cutting my hair and I just heard God speak, "You're getting ready to go to a whole new level." And then He spoke the second thing, "But you've got to get ready for that level." All of us want to upgrade, but sometimes we won't get up. We want the upgrade, but we won't move, and God wants to take us to just a whole new level.

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I'm in the middle of preaching a series dealing with the eight mission statements for my company, and I'm beginning to understand why God wanted me to teach you about those more and more, because they're not business, they're life. The number one was always be financially viable. You can go to BrothersOfTheWord.com. You can hear all eight of them, absolutely free of charge.

Number one, always be financially viable. Number two, use no deception, and actually the third message, I actually preached number 8, which was as we are blessed, we shall bless others,

and that's when I told everybody about we're going to incentivize you and pay you just to come to the Render My Money class to learn knowledge that would take your finances to another level. Mission statement number three was all products and actions must be beneficial, and today I'm going to talk about what God spoke is the mission statement number four, we shall strive to have excellent customer service. We shall strive to treat each customer relationship as we wish to be treated. We shall strive to treat each customer relationship as we wish to be treated.

Does that sound familiar to anybody? And many of us will think of the verse where Jesus says, "Love thy neighbor as thyself." That didn't originate with Jesus. Jesus said, "I can do nothing that I don't see my daddy do." It actually originated back in Leviticus, Leviticus 19:18. "Do not seek revenge or bear a grudge against anyone among your people, but love your neighbor as yourself. I am the Lord." So, even back in the Old Testament, God told the people don't seek revenge, don't hold a grudge, because He said, look, "'Vengeance is mine,' saith the Lord." If we understand that, and this is something I've had to learn and internalize, when folks do you wrong, don't you worry about it. I've heard sometimes when folks have done me wrong, I've heard God say, "I got this. I got this." And trust me, if they've done stuff wrong, because you might not have it right because you might not have been doing right yourself, so you really can't judge the whole thing, you're looking at it through your eyes and that might not be truth what you see through your eyes, but when God says, "I got this," you don't have to worry about it. He's got it.

So, here in Leviticus, "Don't seek revenge or bear grudge against anyone among your people, but love your neighbor as yourself. I am the Lord," and it should not just apply to a neighbor because most of us don't even know our neighbors. You don't even know who live two houses down from you most of the time, so the neighbor actually has to do with anyone you're interacting with. Treat the customer like you want to be treated as a customer. And God even instructed me, He said, "Look, I want you to treat every business like you want folks to treat your business," and do you know it changed the way I interact with businesses now? I think if this were my business and if I owned this business, how would I want a customer to be towards me? Therefore, I want to first of all make sure I follow every rule of that business and I make sure I try to be the absolute best customer they

could ever have, because that thing vibrates and it comes back to my business. So, you need to treat everyone, including every business, like you want to be treated, and sometimes it's just minor things but it makes a difference. Sometimes when I go in the bathroom in a business, I try to always make sure I leave it cleaner than it was when I came in there. Some of us are going in and it looks like a hurricane went through after we come out of there. "It's not my business. I'm not got to clean it up." You ought to treat every other business that if you're in business like you want customers to treat you. If you are a member of a church, and there many of you watching me right there, you're not members of The Ark of Salvation. Some of you have never even been in the building, but if you're in a church, you ought to be the kind of member you would want if you were the pastor. "What?" "Yeah, you ought to be the kind of member you would want if you were the pastor." And you see, I've evolved.

Even before I became pastor, my church participation went through levels. I remember when I was young, before I even went to college while I was still in high school, now I remember I heard the pastor say, "Tithing is what God commanded and you just need to make a decision whether you're going to do it or not. Don't be coming up with all of **this jab** and all of this. Just say either I'm going to do it or I'm not." I remember I was probably 14, 15 years old at that time, and I just made a decision. I'm going to do this. Now. I didn't do anything else in the church but tithe, and my mother has publicly told you all this story because that church that we went to, they publish what everybody gave at the end of the year.

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They put out this bulletin that had everybody's name and the total amount they gave every year, and we're just not going to do that because I understand it does boost the giving, but it boosted giving for the wrong reason. It boosted giving because you want other folks to see how much you've given. So, therefore, you can't have a little amount in there, because you don't want folks looking there saying, "That's all they gave?" But they listed how much you gave for the whole year at the end of the year and when my mother saw my name, she said it shook her and my daddy because, she said, "This boy's almost given more than we have. We've got to step up," but I remember God saying -- not God, but the pastor, he said, "Are you going to do it or are you

not?” So, that was my first level. I was just a tithing member, and I even understand that when I talk with other pastors, they will refer to members as a good tithing member, and I just say, “What does that even mean? If you’ve got a member, you’ve got to know what (00:26:05). You’ve got a good tithing member, I understand that now.”

So, my first phase, I was a good tithing member, and I was a teenager, and I went to college. When I went to college, I didn’t go to church for months. That’s how I understand some of the young folks now when they don’t want to go to church. I didn’t go to church for months, but my parents had put something in me and I ended up going to church in the city and I end up with a Holiness Church, and I never did anything in the church, but I was a good tithing member. I went back to St. Petersburg, Florida and I went back to that church 30 years after I had graduated, and the pastor was there and he looked at me and he said, “You look familiar.” I said, “Yes. I used to attend here when I was in college.” And he said, “What do you do now?” I said, “Well, I run businesses,” and I said, “Actually, I’m a pastor of a church myself now.” And he said, “Come on up here and deliver the sermon. I said, “What in the world?” I mean, I said – I was – this was what he was asking. There’s no exaggeration. I’m sitting there, just come in and getting ready to sit down and just enjoy myself, enjoy the service. He said, “Come on up here and deliver the sermon.” I’m saying, “What in the world?” But he knew. He didn’t know anything about my preaching. All he knew was that when I was in college, I was a good tithing member, that’s all he knew, and he really didn’t know whether I was a tither because he didn’t know how much I earned.

I went out and sold products to beauty salons while I was in college. That’s how I earned my money, so he didn’t know whether I was tithing or not. All he knew was I significantly gave as a college student. That’s all he knew, and he had not seen me for 30 years, but he knew, “When this boy was in college, he gave significantly. So, I don’t know what he’s done in the meantime,” but he tells me, “Come on up here and deliver a the sermon. So, that was the second phase.

The third phase was when my brother Bishop Dale began a bible study. I was Bishop Dale’s first tither. I was his first tither. I wrote out 12 checks and at the beginning of the year, I gave him 12 post-dated checks. (00:28:28) one time now? Well, I gave him

12 post-dated checks, and this was before he had a church in here. He was teaching bible study in the home, and I became his first tither. I then moved to where I began to record his messages and duplicated them for people on cassette tape. So, I moved from being a tither to being a tither and worker, and then I left my family church where I was the tither, because to be honest about it, I just wasn't getting (00:29:03) then. I was looking for it and I ended up in this little bitty old hole in his church as indicator. I never joined the church, but I was a tither and a worker in the church, then my brother Bishop Dale got his first church, I ran the AD Department. I ran the whole AD Department. I came in every Sunday, I set up a camera right in the middle of the aisles, I recorded it. I then went and I edited it, and I took it down to the television station. I was his whole AD Department with his first church. When he got his second church, I was his whole AD department for a couple of years, until I turned that over to somebody else.

So, I moved from tither to tither and worker, to tither and worker, to tither and worker. When this church became available and c. Elijah said, "I'm not going to be pastor of this church unless Nathaniel is my co-pastor, and I wasn't even more (00:29:55). C. Elijah never heard me preach a sermon but what he did know was I was faithful.

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He did know that, and see, faithfulness is worth way more than somebody who talks a whole lot. He did know I was faithful because he's seen me faithful all of those years. So, he said, "I'm not going to be pastor unless Nathaniel is my co-pastor." I had to get married and then God told me, "You can't step in that pulpit as a single man." I had to get married, ordained, and in church, that was all in one weekend." So, sometimes God will upgrade you really, really fast, really, really, really, really fast.

So, some of you even in your church world, you need to be the kind of member you would want if you were the pastor, and I was working in the church, never got paid a dime from the church, never got paid a dime. Not only did I not get paid for it, it cost me money because I bought the tapes. So, it cost me money, but it was not a cost, and this is what you've got to understand. It was an investment. Nothing that you can put into the kingdom of God, whatever, not produced multiples of

what you put in it. That's what folks just don't understand. They don't understand that you cannot beat God giving. So, you need to be the kind of -- I knew this message was going to be longer today than the standard. I knew that, I could just feel it. It's the first one of the New Year in terms of a Sunday, but it sets the tone, and there'll be three or four different parts, and each one of those parts is going to relate to one person in particular that will help you to make a change. You need to be the kind of member you would want if you were a pastor.

A customer has three basic functions, the initial sale, the repeat sale, and then a referral. You sell the customer once. If your customer service and your product, that's what my last message was, every product and action must be beneficial. If your product benefits them and the customer service is good, they'll be back. If it's real good, they'll tell somebody else about it, and that one customer produces a multiplication of customers, but your customer service needs to be good. See, customer service even applies in marriage. You are to treat your spouse like you want to be treated, and I can guarantee you in the vast majority of infidelity cases, there's bad customer service. I guarantee you that, and right now the infidelity, you know it used to be that it was only men who were unfaithful. **It shouldn't** have been true. It just had been more advertised and men are more caught easiest.

It's just like now when you look at the stats, it's almost more women cheating than men, but how many married women have you heard in the news being caught cheating? Can you think of one? Now they're cheating (00:32:56) they're not doing anything. They're cheating (00:32:58) but you never heard. All you've heard about are the men that are caught, but then women are just as bad and as a matter of fact, I think the last stat I've read, it was slightly **sharp** past the men, and I can pretty much guarantee you that in every case, or at least the vast -- in every female case by far, there's lack of customer service and in most of the male cases, there's lack of customer service. Even in your marriage, you need to have excellent customer service. You need to serve your husband or serve your wife, and you need to serve them good. Let me break this down.

Now, the young people may need to go -- anybody under 13 may need to go to the nursery, but let me break this down. Money is the number one cause of divorce, and that's why even I started

off with this slide of what popped up on my desktop. Money is the number one cause of divorce, but sex is number two, and those two combined mess up more marriages than anything else. If you've got good -- and see, we've done a good bit of marriage counsel. I can tell you this one thing. We never had a divorce when the sex was right. I'm breaking it out to you. I'm just being truthful. I'm breaking it down. When you've got good customer service in that department, they just don't go. No, well they just don't. (00:34:24) And I'm sitting there. I remember this one couple, they don't go here so don't be look at anybody, but I remember I was counseling and they said amount of their money was just all messed up. Money just all -- money all messed up, but they said, "Pastor, at nighttime, oh my goodness," they looked like their toes were just looking. So, look, and then I've seen the other extreme. It's hard to keep a marriage together when the sex isn't right. I'm just going to tell you straight up, because it is a natural nature of particularly a man, and if you aren't having good customer service, don't get mad when that man is going somewhere else and haven't done your job.

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Now, I know some are like, "Pastor, you (00:35:09) it too, because it's going to save somebody's marriage, and you not seeing about each other in that department is the same way with the money. If you've got somebody who's half-working that won't do it, it's going to mess up things. It's the same way in that department, and then it's like in a restaurant, they rate restaurants on two things primarily, on the quality of the food and the quality of the what? Service. I've talked to men and they'll tell me, they'd say, "Pastor, sometimes, the attitude would be so bad, I don't even want to eat." And when they're offered to him because their attitude is so bad, I don't even want it. You've got to have good customer service.

I know this is kind of raw, but it's real. You all say, "Raw but real." It's raw but it's real, and it's going to help somebody. It's like you go to a restaurant and the server comes and they bring your food and they say, "Here." No matter how good the food is, if they just take your plate and just throw it onto my head, you'll say, "What in -- what in the?" That's the way some of the stuff is with relationships, and it gets time to be intimate and they're, "Here." Look, "I don't even want that. I don't even want that," if

you've got a bad spirit behind it. And then there's another woman, and she's got good customer service. "Hey." "Hey, you sure are looking good today. Oh, you're looking so good. Your hair looks so good." And you go, "Oh," and that's what happens on men and women when the customer service at home is bad. So, they go shopping somewhere else, and then you're fussing about, "They just aren't faithful." No, you aren't faithful to your job. Now, I'm not saying it's justified but that's the reason. It doesn't justify it, but it explains it, and those are two different things. It doesn't justify it, so no man, no woman -- so, you're going, "Pastor, the thing you said, and I'm not getting (00:37:24) because--" No, I didn't say that. You're supposed to stay there even if you get nothing. So, it's not justified, but most folks don't have the stamina to stay there if you get nothing, especially if somebody rolls out a big bouquet and a banquet of food, and serving it up with a smile, and you go home and you've got just a little piece of stale meat there with a frown.

It takes a real strong man or woman to stand up against that temptation, and most folks are not that strong. So, you need to make it where your customer service at home is excellent. It's excellent, and don't you go complaining if you know your customer service isn't even **worth**." Get it right. Get it right, get it right. Like I said, it's raw but it's real. You need to be the type of spouse that you want them to be you. Excellent customer service and treat that customer like we want to be treated.

I get a copy of every email that comes into our company from the website, and we get a lot of emails. After I read through all of them but whenever I see a dissatisfied customer, I go and ask, "What's the reason behind this?" So, even our customer service, people know that if they don't treat a customer right and they email into the company, they know the boss is going to see it, and I read over every one of them and I make sure if there's anything that even looks like we haven't done right, we bend over backwards to make it right, and sometimes we may mess up. If a customer doesn't like a product, we have a money-back guarantee. No questions asked, and we pay shipping both ways. So, they may not like our product, and sometimes -- but it just doesn't agree with everybody. Some folks just don't like it, but there's one thing they can say. They had excellent customer service. "I contact them, told them I didn't like it, they sent me all my money back, and they paid the postage." So we make

sure we have excellent customer service. You can't please everybody, that's just not going to happen, but you can have excellent customer service, and I just make it a habit that I want to treat customers better than I want to be treated. That's the goal, and you can't do that and you can't treat all customers nice all the time. So, what are you talking about? Because there are some customers, they're just a problem. They're just a problem, and I remember going to – now, so look. How many customers do we have and they're just a constant problem? They say, "Mr. Bronner--," "We've got it."

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They'd name it and say no matter what we do, every order we ship them, there'd be something wrong, and they always claim it's missing stuff in the order, and we know it's not missing because we know this customer, so we know who we pack – we make ten times or we make sure of everything, and they still are going to say something's missing. They're ripping us off. And so, we had about five customers, they were just bad, and I went and told them. I said cut them off. Cut the off. He said, "What?" "I said cut them off. We will not sell them another jar ever again." I said, "Call them, tell them, cut them off."

Some folks you've got to get out of your world. They're just not going to do right. They will frustrate you, they're not going to return anything, and see, I still kept to the principal because if I was creating a hassle and a headache and claiming stuff was missing and I knew it wasn't, I would want the company to cut me off. So, I still treated them just like I would want to be treated. If I'm dishonest with somebody, I want them to deal with me the same way.

So, sometimes, you're going to have some folks and some stuff in your life, you're not going to be able to be sweet to them all the time. I'm a boss. I run two companies. I can't be sweet there about all the time. When they don't do right, I've got to deal with them, but I deal with them with a greater grace than I would even allow myself, simple as that. So, by the time Nathaniel Bronner deals with you, you've messed up multiple times, but sometimes you've just got to just deal with folks, and that sometimes, God just told me to cut some folks off, don't even deal with them anymore. You've done all you can do, cut them off. So, you've got to understand that even God's grace,

He's a graceful God, but what did you think it was? You read through your Bible lately. What did you think it was? We are -- **over 20-thousand** folks drop in there. God would say, "Look, I've given you all enough grace. It's time now."

So, customer service does not mean you have an endless, bend-over-backwards situation. No. He said you treat other customers like you want to be treated, and you just treat other folks like you want to be treated. Love thy neighbor as thyself, but you've got to be honest with yourself. So, that's a lot of the things I've seen with a lot of people. They're real hard judging on everybody else and they'll do the same thing worse and don't want any consequences on them. Treat everybody like you want to be treated. So, if you're hard on everybody else, your behavior ought to be super. Treat everybody like you want to be treated, and every company has different levels of customers, just like every person has different levels of people in their lives.

The 80/20 rule applies to people and companies and customers, which means that 80 percent of your benefit is going to come from 20 percent of the folks. It's that when your world of the folks you are attached to, you've got your greatest benefit, comes out of one or two. The same thing is true for benefit as detriment. You've got your greatest headache out of one or two. Your greatest benefit and your greatest headache, and the book *The 4-Hour Workweek*, talks about if you really want to make your time efficient, you need to eliminate the 80 percent of customers that only bring you 20 percent of your business and focus on the 20 percent of the customers who bring you 80 percent of your business. It's a pruning of the folk in your world. You've got some folk in your world who's a brick. They drag you down, they're heavy weights. They're always negative and when you leave them, you can just feel like you know, you just waited now. You all know. And you've got some other folks, they're positive, they lift you up every time you talk with them, every time when you see them, you just can't help but smile. When you hear a voice on the phone, you can't help but smile. Other folks when you hear their voice, "Ugh, what do they want now?"

Treat others like you would want to be treated, and to be honest about it if I'm dragging somebody else down, I'll want them to get me out of their world. I really do. That's the way I am. I want them to get me out of their world if I am not benefitting and taking them to a higher level, great customer service.

AV, I want you to just put up the first of the customer service. These are just some little means that are kind of humorous and if you can see that, I don't know if you can blow that up in a way they can actually read it but basically, the lady says, "I want to talk to the manager," and he says, "I'm the manager." He said, "Grandma, you're in my world now." Now, see, it's humorous, but this is a lot of the way some folks handle customer service. "I'm in charge. It is mine." And as a result, they don't come back. They don't want your food anymore because all you said was here, and when they did have an issue or problem, you were not sympathetic to try to solve it.

Put up the next one. And this was where somebody called in and the lady was just smiling because she was so glad to send him to another department. "You ain't my problem."

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And these are simple things but they relate to how we handle and how we interact with people, and people will remember how you dealt with them in a time of their need and sometimes, if you handle a customer that has an issue satisfactory, they become a customer for life because they remember, "They helped me when I had an issue and they just didn't pass me off to somebody else."

Put up the third one. It's real small, but basically what it says simply is this. "Customer service is easy, if there are no customers." And see, when you have bad customer service, that's eventually what you're going to have, no customers. Customer service is easy if you have no customers. Relationships are easy if you've got no relationship, and that's what will happen when you do not have good customer service.

And put up the last one. And it just embodies exactly what I've been talking about, "If you want good customer service, be a good customer." Now, I told you when I landed this morning at 6:00 a.m. I got an Uber and the Uber driver that picked me up was a young lady, and as we started driving, her music was on and I began to listen to her music. She had rap music on, which is not particularly unusual. I had never heard the artist so I put up my Apple, my phone that will identify a song, so a whole lot of cursing in it, and it was by Nipsey Hussle, and it was a song

that just kept repeating over and over, “Where Yo Money At?” “Where Yo Money At? Where Yo Money At?” After Where Yo Money At? Went off, another song came on by Nipsey Hussle, and it said, “I’ll shoot before I run and make a million while I’m young,” and I thought about this thing on two levels.

First of all, you all know Nipsey Hussle got shot and killed, but it was what he was saying in his song. I’ll shoot before I run, and I thought about the driver. Uber drivers get paid a certain percentage of the fair, but they also get tips. I left the lady a decent tip, but it was way below what I normally do, because I was saying to myself, “Any person should have seen when the older person is getting in the car, they knew they didn’t listen to good ol’ rap music.” If it had been somebody, you know, 18, 25 years old, probably so, but they knew an older person did not listen to that kind of music. That didn’t offend me because I don’t hear all that kind of stuff, it didn’t offend me, but it didn’t vibe right. She should have known not to play that kind of music with an older person getting in the car. She should have known that. That was bad customer service, and that cost her a good amount of money because I sometimes leave a tip that’s more than the fair. I put the minimum, and that’s the first time in a long time that I tipped the minimum, and that cost her money because she didn’t have good customer service, and sometimes we’ve got to think about this. What does this cost you in life in all these different areas because you didn’t have good customer service? And that’ll cost you, trust me. Bad customer service costs you. So, what does this cost you? And it just this morning, I dealt with it.

And so you can get music that’s in the middle that’s not offensive to anybody. You don’t put on stuff you know are going to offend some folks, but that cost her hard money, and when you don’t have good customer service, it’s going to cost you in one form or another.

We are overtime today. I figured that. I told you that, I knew it before I got up. We are moving into a new season, but God wants to upgrade us, people. He really, really, really does and for those of you, if you’re listening by television, you need to really hear the whole message because there’s about four different parts of this, and it’s going to relate to somebody and it’s going to help change somebody’s behavior in some of these areas, just even of how we speak about all of the stuff that has

happened recently. Don't let the world put death in your mouth. You're not a part of that. And it may affect you but you're not a part of that. God has protected you.

And I got a text from Bishop Sands and I want to just read it to you. He texted this to me yesterday, and he watches the stream sometimes but basically what Bishop Sands said, he said, "Wow, Pastor, I heard something in my spirit prophetically."

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"It's what you shared with the congregation and us earlier in 2020. I believe it was abide in the ark. Sir, it should be a word to remind the church. I believe my assignment tomorrow, which is today, will be such to remind the saints to abide in the ark and don't go into 2021 thinking we've done and made it. It's not all good. Start off speaking," and he just wanted to share that with me. Then he goes on with the text with that, and he's interesting. He sends me a check every month, and I don't want anybody else to do that. I'm not saying this for anybody to send me money. I don't need any more money. You don't have to send me that, but he said, "Pastor, you (00:50:41) sow this into you, and he's been doing that now for about three years. He sends me a check every month and about six months ago, he sent me a picture of the church's bank account and he said, "Since I have started sowing into you," he said, "my bank account just shot—" and showed it and he said, "We were never even close to having this kind of money," and he said, "I know it's the blessing of the seeds I've been sowing." So, what I'm trying to tell you right now, God is trying to upgrade you. He wants to upgrade all of those four areas of your life. Sometimes, you've got to work on one of them at a time because they affect our levels. They really do, because you ain't got no money, you're going to affect your romance. It's just simply that. So, that's why money is the number one cause of divorce.

Get in that Render My Money class for those of you who did not. If you registered and didn't show up, no, you're not going to get the money. You're not going to get the money. You're not going to get the money. I'm making that real clear. I'm not going to get up at the end say, "God--" No, you're not going to get the money, but you will get the knowledge. God is trying to upgrade you. He's trying to upgrade you. He's trying to upgrade you. Don't just sit there. So, new year, but it's a year of opportunity,

but so was last year, We just don't see it that way, and people, we are so blessed. We're so blessed.

The fellow who drove me to the airport in Ecuador yesterday, I took several tours and I told him when I was leaving he said, "I'll come pick you up," and I asked him and I said, "You are the owner?" He said, "I own the tour company." He said that, "Before the pandemic, I had ten employees." He said, "Now, it's just me." You don't know how blessed you are, but even he was thankful. He said, "I'm glad I got you in here." So, you have to be thankful for what you've got. But we are so blessed, and see, Ecuador doesn't have the governmental support that folks in America do. There's no unemployment, there's no stimulus check. None of that. They just lost business and he says so many people here are out of work, the crime rate has shot up through the roof, because I was a little concerned about that. I told him before I went to Ecuador, I looked and the news said crime, high. I was like, "Whoo, I don't know about that," but I said God is sending me somewhere. I'm just not worried about it. I'd rather die where God is sending me than live out of the will of God.

So, he's telling me about all of this stuff and I'm just realizing how blessed we are. As a matter of fact, some folks were making more money on unemployment than they were fully employed. So, the year has not been that disastrous. Don't let the world poison your mind and your mouth. Start speaking a different level, move to the upgrade, get up and go get what God has for you.

Amen. Well, that's the first message of the year. So, people, first of all, I just want to say thank you. I thank those of you for -- we got a decent crowd here today. I think those of you who've just even had enough vision to come in the midst of all of this, now folks here who also didn't want to go, I thank you that you've had enough wisdom. Because some of the people -- I told you in the beginning, those who are very, very old, if you've got a compromised immune system, don't even take the risk to try to come to church. So, I understand that. The people who were watching the stream, they've been financially supporting, they still have been silent members of this church, but I know some of you took an extra effort to come out in the middle of all of what the world has been saying, and even the driver in this, he asked me, he said, "Is it that bad in the U.S.?" He said,

“Because with my family and all my friends,” he said, “I don’t know anybody that has really, you know, been real bad from this,” and I told him, “I don’t either.”

I know several people who have contracted it, but they all recovered and it was just basically like a bad cold. He says, “That’s the way it is here,” and I know the stuff is kind of rough but the point is this, people. You are well, everybody around you is well, at least they’re not sick from COVID. There’ve been a lot of cases but for the most part, we have been highly protected and blessed, and let the words of your mouth reflect the blessings, not the bumps, and I think God has some stuff for 2021 and I think that’s why he had me go out to the office.

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And it wasn’t 20-dollar bills that popped up. It was hundreds. 30, 60, and 100-fold blessings. Which one are you going to claim? I claim the one hundred, and I believe God is going to take every single area of my life to a whole new level, all four of those areas, and I am thankful, and I give God praise and honor for what he’s already done, for what he’s already done. Bow your heads. I’m just going to get on my knees. It’s just the way -- I’m just kind of led to do that. I’m going to just get on my knees as I just pray a prayer.

Dear Heavenly Father, I just -- I thank you for the people, for you have blessed this church in every one of those areas. Father, you have kept bread in the house and with relationship, you have kept peace in this house, no fights, no fussing, no discord. Father, you’ve just kept an anointing of just peace over this family and, Father, I thank you for that. Father, you’ve kept us strong, and yes, though we go through times with this physical body, you’ve kept us strong and you’ve given us the vision that, yes, there will be even greater strength and even greater glory in the future. Father, we thank you for the families that you have blessed. We thank you for the youth that are rising and shining and will be even greater in glory than we are. We thank you for that new generation, the next generation. Father, right now and as we move into ‘21, the legal age of maturity in the U.S., that we become mature enough to just recognize what you’ve already done for us, and that we’re no longer children, but we are adults, and we just see your hand in every part of our lives. And, Lord, help us to be obedient to Your

Word, obedient to Your Word, obedient to Your Word, and I hear you speaking now as we are obedient. My blessings shall flow upon you like waves in the ocean. Thank you. In Thy Son, Jesus's name we pray. Amen. Amen. Amen. Amen.

Well, people, I thank you. I thank you, I thank you, I thank you. I thank you. And I hear God, look -- just be obedient with the little things. When I got into the airport today, and today is long. It's longer than we've had in a while but we're still under **the command**. Three out of four Sundays, we'd be out at 12:30, so we maybe 20 minutes over this time but not that much.

When I got to the airport, I walked outside. There are signs all along the arriving quarter. This is no stopping or standing, active pickup only. There was no police out. Do you know what was on the side of the curb? Cars silently parked, not moving, and no passengers out there. Everybody's just parked. I said, "Don't the folks see the sign?" There's a sign every ten feet, no stopping or standing, active loading only, and it was just lined up with cars. Everybody's sitting there. I said, "This is the way folks are." There's a reason why they tell you don't stand there. So, when my Uber driver came, she couldn't even get in because everybody had all their stuff blocked, because the police was not there. So, I saw how typical of man's nature, we just won't obey the law, but every law God has given us is good so when He tells you something, it's for your own good. It's for your blessing, it's for your benefit, but our nature was just like the people at the airport, and it wasn't that they weren't good folks. They're just ignoring the law. But if the police would have been there, they wouldn't have stopped.

Lord, what we do when the law is not watching. But what we have to understand is the law is always watching. God sees everything that we do, every violation, and even though His grace is great, when you really look at the words of Jesus, He strongly emphasized, "Do the will of My Father." So, people, as we move into this new year, let's try to just have a new level of commitment, a new level of obedience, and with that goes a new level of blessing. I believe we had an upgrade. I really, really do.

So, get it into your spirit, that you want and will accept upgrade when it comes, that you want and you will accept upgrade when it comes.

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Now, oftentimes, upgrade, it comes disguised and it may come disguised as opportunity. It may come disguised as hard work, but be ready to accept upgrade. I believe I'm getting ready to move to another whole level, and my desire is not really towards money. My business partner, James, and I we talked about that more and more. We said money just can't do that much more for us, but it can allow us to affect and change the world tremendously, but the upgrade God has for us is -- some of you are following me on social media and you've seen my travels. I'm staying in a lot of better places now. The reason I'm staying in better places is because I joined a luxury travel service, and again, my brother, Bishop Dale, told me about this when we were on our last brothers trip. He said you need to join this service. Now, it's expensive. It's really expensive, but they've got all of these luxury properties, hotels all around the world, and you pay a certain amount a month, and you can go there and stay, and he had told me about this two or three years ago. "No, I won't pay that kind of money," and I just heard God speak. "Go ahead and join it."

So, I talked with the lady and she said, "Well, this is how much it's going to cost a month, but if you pay for it all at once, a whole year, we waive the initiation charge and you get your 13th month free." I asked the lady, I said, "Well, suppose I don't like the service, what's the money-back guarantee?" She said there is no money-back. If you paid a year in advance and you don't like it, there is no money-back.

So, I'm asking God. I said, "Lord," I said, "I hear you telling me to go and pay this year," and I said, "but," I said, "Lord, there ain't no guarantee." And I heard God speak, "I'm guaranteeing it." I was, "Whoa." And I went ahead and paid for it. That's when C. Elijah and I, when we were in Fort Lauderdale, we were in one of them places and it was so good, even C. Elijah said it was excellent, because he's a real high-class, fine hotel man, but God had to literally force me because I'm a three-star hotel man. This is all there is to it. I'm a budget-minded -- I just wouldn't have bought that. God had to force me. He's like, "Go ahead and get it. I'm guaranteeing it." He had to force me into it and it really wasn't about the money. I can afford it. I pay for the whole thing all year in one front. It wasn't about the

money. I didn't want to get up and move when God was trying to upgrade me. I'm just caught in the way that I can enjoy any level of life, almost anything. I'm comfortable in a tent or the Taj Mahal. So, God had to just force me to upgrade.

Some of you right now, your mindset, you're not ready to be upgraded. God is trying to say, "I'm trying to take you to another level." And he's going to open some doors for you. He's going to show you some opportunities, but you have to be willing to get up and move to first class.

Carter G. Woodson in his book, *The Mis-Education of the Negro*, he said, "If you can train a man to be inferior, you will never have to tell him to come in the backdoor. He will go in the backdoor automatically," and Carter Woodson says, "And if there is no backdoor, his very nature will demand one." God is time to upgrade us. So, I'm a victim of it myself. It was hard for me to change and sometimes, people say, "Why is it difficult to move up?" Because it's hard to change what you've been used to.

When I talked about even in that marriage situation, it's hard to change what you've been used to, so if you've been used to providing bad customer service, it's hard to change that. You've got to go against years of ingrained patterns, habits in the way -- they literally form grooves in your brain. It's hard to change stuff. So, when you recognize the truth, start working on it. Change that mess, and God is going to upgrade you, but you've got to be able to move.

2020 was a phenomenal year of opportunity. 2021, I think will be even greater. Prepare for upgrade. Thank you. Amen. Amen. Be blessed.

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(Music Playing 01:04:58 – End)

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