

TEN COMMANDMENTS FOR GOOD BUSINESS

- I. A Customer is the most important person in any business.
- II. A Customer is not dependent on us. We are dependent on them.
- III. A Customer is not an interruption of our work - They are the purpose of it.
- IV. A Customer does us a favour when they call - We are not doing them a favour by serving them.
- V. A Customer is part of our business - Not an outsider.
- VI. A Customer is not a cold statistic - They are flesh and blood human beings with feelings and emotions like our own.
- VII. A Customer is not someone to argue or match wits with.
- VIII. A Customer is one who brings us their wants - It is our job to fulfill those wants.
- IX. A Customer is deserving of the most courteous and attentive treatment we can give them.
- X. A Customer is the life blood of this and every other business.

