

Eleven Commandments of Good Business

Customers... are the most important people in any business.

.. are not an interruption of our work - they are the purpose of it.

.. are not dependent on us - we are dependent on them.

.. are people who bring us their wants - it is our job to fill those wants.

.. do us a favor when they call - we are not doing them a favor by serving them.

.. are part of our business - not outsiders.

.. are not a cold statistic - they are flesh and blood human beings with feelings and emotions

.. are not people with whom to argue or match wits.

.. are deserving of the most courteous and attentive treatment we can give them.

.. are the people who make it possible to pay out salaries, whether we are salespeople, department managers, or owners.

.. are the lifeblood of every business.