

What is a customer?

- Our customers are the most important people we ever contact either in person, by mail, or by phone!
- Customers are not dependent on us; we are dependent on *THEM*.
- Customers are not an interruption in our work...they are the purpose of it. We are not doing customers a favor by serving them...they are doing us a favor by giving us the opportunity to do so.
- Customers are not outsiders in our business...they are part of it.
- Customers are not cold statistics...they are flesh and blood human beings with feelings and emotions like our own.
- A customer is not someone to argue with or match wits with. Nobody ever won an argument with a customer!
- Customers are people who bring us their wants. It is our job to handle these wants profitably - to them and to ourselves.

Bottom line...The success of our business will be measured by the service we give our customers!