

# The Ten Commandments of Good Business

- A CUSTOMER** is the most important person in any business
- A CUSTOMER** is not dependent on us--we are dependent on him
- A CUSTOMER** is not an interruption of our work--he is the purpose of it
- A CUSTOMER** does us a favor when he calls--we are not doing him a favor by serving him
- A CUSTOMER** is a part of our business--not an outsider
- A CUSTOMER** is not a cold statistic--he is a flesh-and-blood human being with feelings and emotions like our own
- A CUSTOMER** is not someone to argue or match wits with
- A CUSTOMER** is a person who brings us his wants--it is our job to fill those wants
- A CUSTOMER** is deserving of the most courteous and attentive treatment we can give him
- A CUSTOMER** is the lifeblood of this and every other business