

ELEVEN 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 fellow that makes it possible to pay your salary whether you are a truck driver, plant employe, office employe, salesman or manager.

A CUSTOMER

is the life-blood of this and every other business.

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