

INDUSTRIAL CENTRE
DURHAM
134/1915
Class No.

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 favour when he calls - we are not doing him a favour 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 employee, office employee, salesman or manager.

A CUSTOMER.....

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